STIC Database Tracking Number

To: Mila Airapetian
Location: KNX 5C01
Art Unit: 3625
Date: 04/24/2009
Case Serial Number: 10/767123

From: Heidi Myers
Location: EIC3600, KNX 4A70
Phone: (571) 272-2446
heidi.myers@uspto.gov

Search Notes

10/767123
SYSTEMS AND METHODS FOR PROVIDING CONTEXTUAL ADVERTISING INFORMATION VIA A COMMUNICATION NETWORK

Dear Examiner Airapetian:

Please find attached the results of your search for the above-referenced case. The search was conducted in Dialog.

Anytime your application appeared in the results I highlighted it in yellow. Other *potential* references of interest I highlighted in green. However, please be sure to scan through the entire report. There may be additional references that you might find useful.

If you have any questions about the search, or need a refocus, please do not hesitate to contact me.

Thank you for using the EIC, and we look forward to your next search!

*EIC-Searcher identified "potential references of interest" are selected based upon their apparent relevance to the terms/concepts provided in the examiner's search request.

I. Potential References of Interest

A. Dialog

[Insert]

B. Additional Resources Searched

[Insert]

II. Inventor Search Results from Dialog

Patent Files

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File 371:French Patents 1961-2002/BOPI 200209
        (c) 2002 INPI.  All rts. reserv.
File 344:Chinese Patents Abs Jan 1985-2006/Jan
        (c) 2006 European Patent Office
File 347:JAPIO Dec 1976-2008/Oct(Updated 090220)
        (c) 2009 JPO & JAPIO
File 350:Derwent WPIX 1963-2009/UD=200923
        (c) 2009 Thomson Reuters
File 324:GERMAN PATENTS FULLTEXT 1967-200916
        (c) 2009 UNIVENTIO/THOMSON
File 349:PCT FULLTEXT 1979-2009/UB=20090416|UT=20090409
        (c) 2009 WIPO/Thomson
File 348:EUROPEAN PATENTS 1978-200916
        (c) 2009 European Patent Office


Set     Items   Description
S1          5   AU=( MARGILOFF W? OR MARGILOFF, W? OR MARGILOFF (2N)(W OR -
                WILLIAM))
S2          4   AU=( DALLARA K? OR DALLARA, K? OR DALLARA (2N)(K OR KEITH))
S3       1219   AU=( HANSEN C? OR HANSEN, C? OR HANSEN (2N)(C OR CHRISTOPH-
                ER OR CHRIS))
S4          2   S1 AND S2 AND S3
S5       1222   S1 OR S2 OR S3
S6          0   LIMITALL IS ON FOR S5
S7        216   AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
                ON?? OR VOUCHER?? OR ANNOUNCEMENT??
S8        262   (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)-
                DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
                PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
                PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANI?ER? OR DEVICE? OR
                MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM()(PILOT?? OR TOP
                OR TOPS) OR SMARTPHONE?? OR BLACKBERR? OR IPHONE OR IPHONES -
                OR ITOUCH??
S9         89   S7 AND S8
S10         1   S9 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR G-
                06F-0030/00)
S11        18   S9 AND IC=G06F
S12         3   S4 OR S10
```

12/5/1   (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0015411320 - Drawing available
WPI ACC NO: 2005-757393/200577
XRPX Acc No: N2005-624985
Universal online information e.g. text, advertising **method, involves
receiving registration information from** advertiser **, and determining**
advertising **partners associated with** advertiser **based on registration
information**

Patent Assignee: HANSEN C J (HANS-I); MARGILOFF W A (MARG-I); RISICATO A
  M (RISI-I)
Inventor: HANSEN C J; MARGILOFF W A; RISICATO A M
Patent Family (1 patents, 1 countries)
Patent   Application
Number   Kind   Date   Number   Kind   Date   Update
US 20050240475   A1   20051027 US 2004564781   P   20040423 200577 B
                                US 2005111172   A   20050421

Priority Applications (no., kind, date): US 2004564781 P 20040423; US
  2005111172 A 20050421

Patent Details
Number   Kind Lan   Pg Dwg Filing Notes
US 20050240475   A1   EN   15   6   Related to Provisional US 2004564781

  Alerting Abstract US A1
  NOVELTY - The method involves receiving registration information from an
advertiser . **Advertising** partners to be associated with the **advertiser**
are determined, where determination of the **advertising** partners is based
on the registration information. The determination of the **advertising**
partners involves identifying a desired value for an **advertising**
parameter. The **advertiser** automatically registers with the **advertising**
partners.
  DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

  1. an apparatus for online information advertising , comprising a
     processor
  2. a medium storing instructions adapted to be executed by a processor
     to perform a online advertising method
  3. an advertisement ticker, comprising a display object to display a
     value of an advertising .

  USE - Used for **advertising** universal online information e.g. text,
graphic, audio and **executable** information, in a website.
  ADVANTAGE - The method enhances a universal **advertising** management
(UAM) device to utilize registration information to bid **on** behalf of the
advertiser for **advertising** space available through the **advertising**
partners.
  DESCRIPTION OF DRAWINGS - The drawing shows a block diagram overview of
an online **advertising** system.
  102 **Advertising** device
  104 **Advertising** partner device
  106 **User device**
  108 Communication network
  110 Universal **advertising** management (UAM) device

Title Terms/Index Terms/Additional Words: UNIVERSAL; INFORMATION; TEXT;
  ADVERTISE ; METHOD; RECEIVE; REGISTER; DETERMINE; PARTNER; ASSOCIATE;
  BASED

Class Codes
International Classification (Main): **G06F-017/60**
ECLA: G06Q-030/00
US Classification, Current Main: 705-014000; Secondary: 705-001000,
705-010000
US Classification, Issued: 70514, 70510, 7051

File Segment: EPI;
DWPI Class: T01; W05
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03E

 12/5/2   (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0014526021   - Drawing available
WPI ACC NO: 2004-707971/200469
Related WPI Acc No: 2004-689337; 2004-689338
XRPX Acc No: N2004-561284
Contextual advertising information providing method, involves determining
advertising information at user device based on information associated with
remote information, and arranging advertising information provided to user
Patent Assignee: DALLARA K M (DALL-I); HANSEN C J (HANS-I); MARGILOFF W A
   (MARG-I)
Inventor: **DALLARA K M ; HANSEN C J**0 **; MARGILOFF W A**
Patent Family (1 patents, 1 countries)
Patent   Application
Number   Kind   Date   Number   Kind   Date   Update
US 20040186777   A1   20040923 US 2003443511   P   20030129 200469   B
                                US 2003443512   P   20030129
                                US 2003443513   P   20030129
                                US 2004767123   A   20040129
Priority Applications (no., kind, date): US 2003443511 P 20030129; US
   2003443512 P 20030129; US 2003443513 P 20030129; US 2004767123 A
   20040129

Patent Details
Number   Kind Lan   Pg Dwg Filing Notes
US 20040186777   A1   EN   12   6 Related to Provisional US 2003443511
                                     Related to Provisional US 2003443512
                                     Related to Provisional US 2003443513
  Alerting Abstract US A1
  NOVELTY - The method involves locally determining advertising information
(310) at a user device e.g. PC, based on contextual information associated
with remote information being accessed by a user, and supplemental
information associated with the user. The advertising information is
arranged to be provided to the user. The supplemental information is
associated with geographic information or other advertising information.
  DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

  1.an apparatus for providing contextual advertising information via a
    communication network
  2.a medium storing instructions to be executed by a processor to provide
    contextual advertising information method.

  USE - Used for providing contextual advertising information via a
communication network to the user.
  ADVANTAGE - The method provides contextual advertising information to the
user via a communication network, such that the information of particular
web site, corporation, or other entity associated with the advertisement is
provided.
  DESCRIPTION OF DRAWINGS - The drawing shows a user display.
  300 User display

310 Advertising information

Title Terms/Index Terms/Additional Words: ADVERTISE; INFORMATION; METHOD;
  DETERMINE; USER; DEVICE; BASED; ASSOCIATE; REMOTE; ARRANGE

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06Q-0030/00 A I   R 20060101
  G06Q-0030/00 C I   R 20060101
ECLA: G06Q-030/00A
US Classification, Current Main: 705-014000
US Classification, Issued: 70514
File Segment: EPI;
DWPI Class: T01; W05
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03

 12/5/3   (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0014507418 - Drawing available
WPI ACC NO: 2004-689338/200467
Related WPI Acc No: 2004-689337; 2004-707971
XRPX Acc No: N2004-546147
**Graphical advertisement selecting method, involves determining payment
information and user response information for graphical advertisement, and
selecting advertisement based on payment information and user response
information**
Patent Assignee: DALLARA K M (DALL-I); HANSEN C J (HANS-I); MARGILOFF W A
  (MARG-I)
Inventor: **DALLARA K M ;   HANSEN C J ;   MARGILOFF W A**
Patent Family (1 patents, 1 countries)
Patent   Application
Number   Kind   Date   Number   Kind   Date   Update
US 20040186778   A1   20040923 US 2003443511   P   20030129   200467 B
                                US 2003443512   P   20030129
                                US 2003443513   P   20030129
                                US 2004767242   A   20040129
Priority Applications (no., kind, date): US 2003443511 P 20030129; US
  2003443512 P 20030129; US 2003443513 P 20030129; US 2004767242 A
  20040129

Patent Details
Number   Kind Lan   Pg Dwg Filing Notes
US 20040186778   A1   EN   23   14 Related to Provisional US 2003443511
                                     Related to Provisional US 2003443512
                                     Related to Provisional US 2003443513
  Alerting Abstract US A1
  NOVELTY - The method involves determining payment information associated
with a set of graphical advertisements to be electronically provided to
users via a communication network. User response information for each
advertisement is determined. The response information is related with an
action taken by a user in response to the advertisement. An advertisement
is selected based on the payment information and response information.
  DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1.an advertisement selecting apparatus
    2.a medium storing instructions adapted to be executed by a processor to
      perform an advertisement selecting method.

    USE - Used for selecting graphical advertisement e.g. banner
advertisement, interstitial advertisement e.g. pop-up or pop-under, and
hyperstitial advertisement e.g. full page advertisement, by an advertising
service to be displayed to a user via a communication network.
    ADVANTAGE - The advertisement is selected based on the payment
information and response information, thus effectively providing the
selected graphical advertisements to the user in real time via a
communication network and displaying the advertisement to the user when the
user device is not communicating via the communication network. The method
displays the graphical advertisement to the user via a tool bar, thus
helping the user to recognize that the advertisement is not being provided
by the Web site he or she is currently viewing.
    DESCRIPTION OF DRAWINGS - DESCRIPTION OF DRAWING - The drawing shows an
illustration of a user display.
     900 User display

Title Terms/Index Terms/Additional Words: GRAPHICAL; ADVERTISE; SELECT;
  METHOD; DETERMINE; PAY; INFORMATION; USER; RESPOND; BASED

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06Q-0030/00 A I   R 20060101
  G06Q-0030/00 C I   R 20060101
ECLA: G06Q-030/00A
US Classification, Current Main: 705-014000
US Classification, Issued: 70514
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2C; T01-N03A1; T01-S03

NPL Files

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
        (c) 2002 Gale/Cengage
File 474:New York Times Abs 1969-2009/Apr 23
        (c) 2009 The New York Times
File 475:Wall Street Journal Abs 1973-2009/Apr 23
        (c) 2009 The New York Times
File 35:Dissertation Abs Online 1861-2009/Mar
        (c) 2009 ProQuest Info&Learning
File 65:Inside Conferences 1993-2009/Apr 23
        (c) 2009 BLDSC all rts. reserv.
File 99:Wilson Appl. Sci & Tech Abs 1983-2009/Feb
        (c) 2009 The HW Wilson Co.
File 256:TecInfoSource 82-2009/Jan
        (c) 2009 Info.Sources Inc
File   2:INSPEC 1898-2009/Apr W1
        (c) 2009 Institution of Electrical Engineers
File 477:Irish Times 1999-2009/Apr 23

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              (c) 2009 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2009/Apr 22
              (c) 2009 Times Newspapers
File 711:Independent(London) Sep 1988-2006/Dec 12
              (c) 2006 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2009/Apr 23
              (c) 2009 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2009/Apr 23
              (c) 2009
File 387:The Denver Post 1994-2009/Apr 21
              (c) 2009 Denver Post
File 471:New York Times Fulltext 1980-2009/Apr 22
              (c) 2009 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
              (c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2009/Apr 22
              (c) 2009 St Louis Post-Dispatch
File 631:Boston Globe 1980-2009/Apr 23
              (c) 2009 Boston Globe
File 633:Phil.Inquirer 1983-2009/Apr 22
              (c) 2009 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2009/Apr 23
              (c) 2009 Newsday Inc.
File 640:San Francisco Chronicle 1988-2009/Apr 23
              (c) 2009 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2009/Jan 16
              (c) 2009 Scripps Howard News
File 702:Miami Herald 1983-2009/Apr 22
              (c) 2009 The Miami Herald Publishing Co.
File 703:USA Today 1989-2009/Apr 22
              (c) 2009 USA Today
File 704:(Portland)The Oregonian 1989-2009/Apr 22
              (c) 2009 The Oregonian
File 713:Atlanta J/Const. 1989-2009/Mar 08
              (c) 2009 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2009/Apr 19
              (c) 2009 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2009/Apr 21
              (c) 2009 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2009/Apr 21
              (c) 2009 The Plain Dealer
File 735:St. Petersburg Times 1989- 2009/Apr 22
              (c) 2009 St. Petersburg Times
File 635:Business Dateline(R) 1985-2009/Apr 22
              (c) 2009 ProQuest Info&Learning
File  47:Gale Group Magazine DB(TM) 1959-2009/Apr 13
              (c) 2009 Gale/Cengage
File 570:Gale Group MARS(R) 1984-2009/Apr 02
              (c) 2009 Gale/Cengage


Set     Items   Description
S1         0    AU=( MARGILOFF W? OR MARGILOFF, W? OR MARGILOFF (2N)(W OR -
                WILLIAM)) OR BY= MARGILOFF (2N)(W OR WILLIAM)
S2         0    AU=( DALLARA K? OR DALLARA, K? OR DALLARA (2N)(K OR KEITH))
                 OR BY= DALLARA (2N)(K OR KEITH)
S3      1691    AU=( HANSEN C? OR HANSEN, C? OR HANSEN (2N)(C OR CHRISTOPH-
                ER OR CHRIS)) OR BY= HANSEN(2N)(C OR CHRISTOPHER OR CHRIS)
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S4          0   LIMITALL IS ON FOR S3
S5         57   AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
                ON?? OR VOUCHER?? OR ANNOUNCEMENT??
S6        159   (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)-
                DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
                PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
                PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANI?ER? OR DEVICE? OR
                 MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM()(PILOT?? OR TOP
                 OR TOPS) OR SMARTPHONE?? OR BLACKBERR? OR IPHONE OR IPHONES -
                OR ITOUCH??
S7          4   S5 AND S6
```

No relevant author matches.

III. Text Search Results from Dialog

A. Patent Files, Abstract

```
File 371:French Patents 1961-2002/BOPI 200209
        (c) 2002 INPI.  All rts. reserv.
File 344:Chinese Patents Abs Jan 1985-2006/Jan
        (c) 2006 European Patent Office
File 347:JAPIO Dec 1976-2008/Oct(Updated 090220)
        (c) 2009 JPO & JAPIO
File 350:Derwent WPIX 1963-2009/UD=200923
        (c) 2009 Thomson Reuters
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Set     Items    Description
S1      114062   (REMOTE OR DISTANT OR FARAWAY OR AWAY)(5N)(INFORMATION OR -
                 INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES
                 OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB()(PAGE?? OR S-
                 ITE??) OR URL OR URLS OR UNIFORM(2N)LOCATOR??
S2       51074   CONTEXT? OR S1(5N)(SPECIFIC? OR RELAT???? OR INTERRELAT????
                 OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3      278109   AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
                 ON?? OR VOUCHER?? OR ANNOUNCEMENT??
S4        6034   S3(10N)(RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR CO-
                 MMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GU-
                 IDELINES)
S5     1647559   (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)-
                 DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
                 PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
                 PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANI?ER? OR DEVICE? OR
                 MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM()(PILOT?? OR TOP
                 OR TOPS) OR SMARTPHONE?? OR BLACKBERR? OR IPHONE OR IPHONES -
                 OR ITOUCH??
S6      943306   (ADJUST????? OR CHANG??? OR ALTER??? OR ALTERATION?? OR MO-
                 DIFY??? OR MODIFIE?? OR MODIFICATION?? OR ADAPT? OR ARRANG?)(-
                 S)(DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WIND-
                 OWS OR POPUP?? OR POP()(UP OR UPS) OR AREA??)
S7       69873   (LOCAL? OR PLACE OR PLACES OR LOCATION?)(5N)(DETERMIN? OR -
                 CALCULAT? OR FIGUR? OR ASCERTAIN? OR ESTABLISH? OR DECID???)
S8        2846   S2 AND S3 AND S5
S9         120   S8 AND S7
S10         15   S9 AND S6
S11         12   S9 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR G-
                 06F-0030/00)
S12         69   S9 AND IC=G06F
S13         50   S9 AND MC=(T01-N01A2C OR T01-S03 OR W05-E03)
S14          7   S11 AND S13
S15      39375   (X OR Y)()(AXIS OR AXES)
S16     108086   TIME(5N)DELAY??? OR POSTPON?
S17        197   S2 AND S4 AND S5
S18         36   S17  AND (S6 OR S7 OR S15 OR S16)
S19         12   S8 AND (S15 OR S16)
S20         70   S10 OR S11 OR S14 OR S18 OR S19
S21         43   S20 AND AY=1900:2003
S22         43   IDPAT (sorted in duplicate/non-duplicate order)
S23         43   IDPAT (primary/non-duplicate records only)
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 23/5/3      (Item 3 from file: 350)
```
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0015162449 - Drawing available
WPI ACC NO: 2005-512031/200552
Related WPI Acc No: 2002-339719; 2004-313690; 2008-C18372
XRPX Acc No: N2005-417861

Contextual information delivery method in client computer, involves
generating set of web page modification instructions for modifying web page
content to include portion of contextual information provided by campaign
provider

Patent Assignee: KONTERA TECHNOLOGIES INC (KONT-N)
Inventor: BRICKNER I; FRIEDMAN B; HENKIN A; SHAHAM Y; VITOS H
Patent Family (2 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
US 20050149395	A1	20050707	US 2003515627	P	20031029	200552	B
			US 2004977352	A	20041028		
US 7478089	B2	20090113	US 2003515627	P	20031029	200920	E
			US 2004977352	A	20041028		

Priority Applications (no., kind, date): US 2003515627 P 20031029; US
  2003515627 P 20031029; US 2004977352 A 20041028
Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes	
US 20050149395	A1	EN	28	15	Related to Provisional	US 2003515627
US 7478089	B2	EN			Related to Provisional	US 2003515627

  Alerting Abstract US A1
  NOVELTY - A set of web page modification instructions for modifying web
page content to include portion of **contextual** information provided by a
campaign provider, is generated using **contextual** information. The
generated instructions are provided to client **computer** for delivering
contextual information to user.
  DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

  1. contextual information delivery system; and
  2. computer program product for delivering contextual information.

  USE - For delivering **contextual** information such as advertising
promotions to client **computer** through internet.
  ADVANTAGE - Enables providing **contextual** advertising promotions to user
by real-time analysis of web page content.
  DESCRIPTION OF DRAWINGS - The figure shows the flowchart explaining the
dynamic feedback process.
Title Terms/Index Terms/Additional Words: INFORMATION; DELIVER; METHOD;
  CLIENT; **COMPUTER** ; GENERATE; SET; WEB; PAGE; MODIFIED; INSTRUCTION;
  CONTENT; PORTION; CAMPAIGN

Class Codes
International Classification (+ Attributes)

IPC +	Level	Value	Position	Status	Version
G06F-0017/30	A	I		R	20060101
G06Q-0030/00	A	I		R	20060101
G06F-0017/30	A	I	F	B	20060101
G06F-0017/30	C	I		R	20060101
G06Q-0030/00	C	I		R	20060101

```
   G06F-0017/30  C  I     B   20060101
ECLA: G06F-017/30W1F, G06F-017/30W7, G06Q-030/00A
US Classification, Current Main: 705-014000; Secondary: 707-003000,
707-E17109, 707-E17116
US Classification, Issued: 7073, 70514, 7075, 7071, 7072, 7073, 7074, 70710
   , 707101, 707103.Y, 707104.1, 70514, 70515, 709245, 715700, 715705,
   715708, 715711, 715787
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2C; T01-N03B; T01-S03
```

 23/5/7   (Item 7 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0014526021 – Drawing available
WPI ACC NO: 2004-707971/200469
Related WPI Acc No: 2004-689337; 2004-689338
XRPX Acc No: N2004-561284
 Contextual **advertising information providing method, involves determining
advertising information at** user device based **on** information
associated **with** remote information , **and arranging advertising**
information **provided to user**
Patent Assignee: DALLARA K M (DALL-I); HANSEN C J (HANS-I); MARGILOFF W A
   (MARG-I)
Inventor: DALLARA K M; HANSEN C J; MARGILOFF W A
Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
US 20040186777	A1	20040923	US 2003443511	P	20030129	200469	B
			US 2003443512	P	20030129		
			US 2003443513	P	20030129		
			US 2004767123	A	20040129		

Priority Applications (no., kind, date): US 2003443511 P 20030129; US
   2003443512 P 20030129; US 2003443513 P 20030129; US 2004767123 A
   20040129

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20040186777	A1	EN	12	6	Related to Provisional US 2003443511
					Related to Provisional US 2003443512
					Related to Provisional US 2003443513

 Alerting Abstract US A1
 NOVELTY – The method involves **locally determining** advertising
information (310) at a **user device** e.g. **PC , based** on **contextual
information associated** with **remote information** being accessed by a
user, and supplemental information associated with the user. The
advertising information is arranged to be provided to the user. The
supplemental information is associated with geographic information or other
advertising information.
 DESCRIPTION – INDEPENDENT CLAIMS are also included for the following:

 1.an apparatus for providing contextual advertising information via

a   communication   network
  2. a medium storing   instructions   to be executed by a   processor   to
     provide   contextual   advertising   information method.

     USE - Used for providing **contextual** advertising information via a
communication network to **the** user.
     ADVANTAGE - The method provides **contextual** advertising information to
the user via a **communication** network, such that the information of
particular **web site** , corporation, or other entity **associated** with **the**
 advertisement is provided.
     DESCRIPTION OF DRAWINGS - The drawing shows a user display.
      300 User display
      310 Advertising information

Title Terms/Index Terms/Additional Words: ADVERTISE; INFORMATION; METHOD;
  DETERMINE; USER; DEVICE; BASED; ASSOCIATE; REMOTE; ARRANGE

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06Q-0030/00 A I   R 20060101
  G06Q-0030/00 C I   R 20060101
ECLA: G06Q-030/00A
US Classification, Current Main: 705-014000
US Classification, Issued: 70514

File Segment: EPI;
DWPI Class: T01; W05
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03

 23/5/8   (Item 8 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0014111426 - Drawing available
WPI ACC NO: 2004-295746/200427
Related WPI Acc No: 1999-479517; 2001-596100; 2004-315482
XRPX Acc No: N2004-234895
Website development method for online commercial **application, involves**
associating prefix selected according to predetermined mapping rules ,
with portion of request to re-map URL corresponding to user's work area
Patent Assignee: INTERWOVEN (INTE-N); INTERWOVEN INC (INTE-N)
Inventor: BARR S L; COCHRANE K; HEGDE G; JIA J S; NAKANO R T; PARK B H; YEE
  T T W
Patent Family (3 patents, 104 countries)
Patent Number	Kind	Date	Application Number	Kind	Date	Update	
WO 2004029792	A1	20040408	WO 2003US30446	A	20030925	200427	B
US 6792454	B2	20040914	US 199873766	P	19980204	200460	E
			US 1999244333	A	19990203		
			US 2002256902	A	20020927		
AU 2003276992	A1	20040419	AU 2003276992	A	20030925	200462	E

Priority Applications (no., kind, date): US 199873766   P 19980204; US
  1999244333 A 19990203; US 2002256902 A 20020927

Patent Details

```
Number          Kind  Lan   Pg  Dwg   Filing Notes
WO 2004029792   A1    EN    86  38
National Designated States,Original:  AE AG AL AM AT AU AZ BA BB BG BR BY
   BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU
   ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX
   MZ NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ
   UA UG UZ VC VN YU ZA ZM ZW
Regional Designated States,Original:  AT BE BG CH CY CZ DE DK EA EE ES FI
   FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ
   TR TZ UG ZM ZW
US 6792454      B2    EN             Related to Provisional  US 199873766
                                     Continuation of application  US
   1999244333
                                     Continuation of patent  US 6505212
AU 2003276992   A1    EN             Based on OPI patent   WO 2004029792
```

Alerting Abstract WO A1

NOVELTY - A URL and a cookie are extracted from a request received from a
web browser, and a prefix is selected according to predetermined set of
mapping rules. The selected prefix is associated with the portion of the
request so as to re-map the URL corresponding to a user's work area, and
route the request to the webserver.

USE - For developing website in online commercial application. Also for
developing source code, compact disk-ROM multimedia file and media engine.

ADVANTAGE - Allows developers to compare their work and see how their
change fits into the website.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the
computer network for website development.

Title Terms/Index Terms/Additional Words: DEVELOP; METHOD; COMMERCIAL;
  APPLY; ASSOCIATE; PREFIX; SELECT; ACCORD; PREDETERMINED; MAP; RULE;
  PORTION; REQUEST; CORRESPOND; USER; WORK; AREA

Class Codes
International Classification (+ Attributes)

IPC +	Level	Value	Position	Status	Version
G06F-0012/00	A	I	L	R	20060101
G06F-0017/21	A	I	F	R	20060101
G06F-0017/30	A	I		R	20060101
G06F-0007/00	A	I		R	20060101
G06F-0009/44	A	I		R	20060101
G06F-0012/00	C	I	L	R	20060101
G06F-0017/21	C	I	F	R	20060101
G06F-0017/30	C	I		R	20060101
G06F-0007/00	C	I		R	20060101
G06F-0009/44	C	I		R	20060101

```
ECLA: G06F-009/44G4, G06F-017/30W7
US Classification, Issued: 709219, 709225, 709229, 70710
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-F05A; T01-N03B2
```

 23/5/10   (Item 10 from file: 350)
DIALOG(R)File 350:Derwent WPIX

0013890594 - Drawing available
WPI ACC NO: 2004-069805/200407
XRPX Acc No: N2004-056153

Advertising system for marketing, has server to receive feedback for viewed advertisement from user and provides user feedback accordingly

Patent Assignee: MEIER L A (MEIE-I); NURCAHYA H (NURC-I); PARKS S
  (PARK-I)
Inventor: MEIER L A; NURCAHYA H; PARKS S

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
US 20030225621	A1	20031204	US 2002375221	P	20020417	200407	B
			US 2003417792	A	20030417		

Priority Applications (no., kind, date): US 2002375221 P 20020417; US
  2003417792 A 20030417

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030225621	A1	EN	14	5	Related to Provisional US 2002375221

  Alerting Abstract US A1
  NOVELTY - The portable **computers** (**PCs**) with flat panel display (FDD)
(22) positioned at consumer site visiting locations, are connected to a
server (40) through Internet (18). The display includes a touch screen user
interface to allow user to provide feedback for viewed advertisement to the
server. The advertising software (45) in the server, provides user feedback
reward to printer connected to the **PC** .
  DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

  1.advertising software;
  2.advertising method; and
  3.business performing method.

  USE - Advertising system for advertising industry for marketing.
  ADVANTAGE - Provides advertisers the opportunity to advertise to captive
audience. Since the feedback is received from user in real-time, the
advertisers can **adjust** , **change** , withdraw and improve concepts
designated for **consumer** . **Also** by adding feedback results to future
advertisement, the marketing is improved.
  DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the
advertisement system.
   18 Internet
   20 personal **computer**
  22 flat panel **display**
  40 advertising server
  45 advertising software

Title Terms/Index Terms/Additional Words: ADVERTISE; SYSTEM; MARKET; SERVE;
  RECEIVE; FEEDBACK; VIEW; USER; ACCORD

Class Codes
International Classification (Main): G06F-017/60
ECLA: G06Q-030/00A
US Classification, Current Main: 705-014000
US Classification, Issued: 70514

File Segment: EPI;
DWPI Class: T01; W05
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03E

 23/5/11   (Item 11 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0013809070 - Drawing available
WPI ACC NO: 2003-199768/200319
XRPX Acc No: N2003-158972
**Geographic content creation method in network system, involves registering
domain location of business based on business registration and location
information, for creating website content**
Patent Assignee: STEWART B B (STEW-I); WAYPORT INC (WAYP-N)
Inventor: STEWART B B
Patent Family (5 patents, 99 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
US 20020173981	A1	20021121	US 2001861201	A	20010518	200319	B
WO 2002095532	A2	20021128	WO 2002US15568	A	20020517	200319	E
EP 1395926	A2	20040310	EP 2002739276	A	20020517	200418	E
			WO 2002US15568	A	20020517		
AU 2002311934	A1	20021203	AU 2002311934	A	20020517	200452	E
AU 2002311934	A8	20051013	AU 2002311934	A	20020517	200611	E

Priority Applications (no., kind, date): US 2001861201 A 20010518

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020173981	A1	EN	20	4	
WO 2002095532	A2	EN			

National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY
    BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID
    IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ
    NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN
    YU ZA ZM ZW
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH
    GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

EP 1395926	A2	EN	PCT Application WO 2002US15568
			Based on OPI patent WO 2002095532

Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR
    IE IT LI LT LU LV MC MK NL PT RO SE SI TR

AU 2002311934	A1	EN	Based on OPI patent WO 2002095532
AU 2002311934	A8	EN	Based on OPI patent WO 2002095532

 Alerting Abstract US A1
   NOVELTY - A domain location of the business is registered in response to
the received business registration and location information. A geographic
based website content is created **based** on the registered information.
   DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

   1.Geographic content creating system;
   2.Network system; and
   3.Geographic location services provision method.

USE – For creating geographic content in network system such as personal **computer** , cellular telephone, **personal** digital **assistant** (**PDA**), **television connected** to LAN, **WAN** , internet, **PSTN** , **for** use in airport, hotel, office, shopping mall, store, coffee shop, restaurant, waiting room, etc.

ADVANTAGE – As the business domain registration and location information are used to create website content, the on-line site users are enabled to easily access the business information. Also, cross-selling and cross-**advertising** are encouraged, customers are provided with discount, **membership** , etc., thus sales is improved.

DESCRIPTION OF DRAWINGS – The figure shows the flowchart explaining the geographic **location information** registering process.

Title Terms/Index Terms/Additional Words: GEOGRAPHICAL; CONTENT; CREATION;
   METHOD; NETWORK; SYSTEM; REGISTER; DOMAIN; LOCATE; BUSINESS; BASED;
   INFORMATION

Class Codes
International Classification (Main): G06F-017/30, **G06F-017/60**
International Classification (+ Attributes)
IPC + Level Value Position Status Version
   G06F-0017/30 A I   R 20060101
   G06Q-0030/00 A I   R 20060101
   G06F-0017/30 C I   R 20060101
   G06Q-0030/00 C I   R 20060101
ECLA: G06Q-030/00A
US Classification, Current Main: 705-001000; Secondary: 705-014000
US Classification, Issued: 7051, 70514
File Segment: EPI;
DWPI Class: T01; W01; W02
Manual Codes (EPI/S-X): **T01-N01A2C** ; T01-N03B2; W01-A06B5A; W01-A06B5B;
   W01-A06C4A; W02-C03C1A

 23/5/13   (Item 13 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0013332910 – Drawing available
WPI ACC NO: 2003-420341/200339
XRPX Acc No: N2003-335717
Business information providing method on Internet, involves storing information on business within geographical area near link provider into website database and allowing user to access link provider website
Patent Assignee: ESTRIN M A (ESTR-I); HATFIELD W P (HATF-I); SCHWARTZ J S
   (SCHW-I); SHTEIN P (SHTE-I)
Inventor: ESTRIN M A; HATFIELD W P; SCHWARTZ J S; SHTEIN P
Patent Family (1 patents, 1 countries)
Patent   Application
Number   Kind   Date   Number   Kind   Date   Update
US 20030061114 A1   20030327 US 2000592240   A   20000613 200339 B
                          US 2002201595   A   20020723

Priority Applications (no., kind, date): US 2000592240 A 20000613; US
   2002201595 A 20020723

Patent Details

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Number          Kind  Lan   Pg  Dwg  Filing Notes
US 20030061114  A1    EN    28  13   C-I-P of application  US 2000592240
```

Alerting Abstract US A1
NOVELTY – Information about business within a geographically defined area
close to a link provider is accepted from the **link** provider and stored in
a **website** database. The **website** of the **link** provider is accessed by a
user to retrieve the contents from the database.
DESCRIPTION – INDEPENDENT CLAIMS are also included for the following:

1. information providing system;
2. directory system;
3. cooperative marketing conducting method;
4. offer informing method; and
5. information exchange enabling method.

USE – Used for providing business information on Internet. The method
also enables new cooperative marketing techniques to be conducted.
ADVANTAGE – Provides highly interactive and informable online
neighborhood directory for users, enabling to establish a network presence
in an affordable and rapid manner and helps **local** business integrate
their applications with a global network. Allows **user** 's of handheld
wireless devices to quickly obtain listing **of** businesses **proximate** to
its geographic **positions and** provides additional functionality in form
of on-line reservations. Issues online **coupons** and provides additional
value added information through licensed content, emergency information,
traffic report or event information.
DESCRIPTION OF DRAWINGS – The figure shows the block diagram of the
incorporation of an integration interface into existing Internet management
application.

Title Terms/Index Terms/Additional Words: BUSINESS; INFORMATION; METHOD;
  STORAGE; GEOGRAPHICAL; AREA; LINK; DATABASE; ALLOW; USER; ACCESS

Class Codes
International Classification (Main): **G06F-017/60**
 (Additional/Secondary): G06F-015/16, G06F-017/00
ECLA: G06Q-010/00C, H04L-029/08A7, H04L-029/08N17
US Classification, Current Main: 705-026000; Secondary: 705-014000,
707-104100, 709-203000, 709-218000
US Classification, Issued: 70526, 709218, 709203, 70514, 707104.1
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-J05B4P; T01-N01A2A

 23/5/14   (Item 14 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0012998075 – Drawing available
WPI ACC NO: 2003-076087/200307
XRPX Acc No: N2003-058940
**Combining process for digital content with trademark content for
advertising in e-commerce extracting names of goods or services from text
content, finding out trademark content and attaching advertisement content
to text content**

```
Patent Assignee: KANG M  (KANG-I); KANG M S  (KANG-I); MIM S K  (MIMS-I)
Inventor: KANG M; KANG M S; MIM SOO K
```
Patent Family (10 patents, 98 countries)
```
Patent                          Application
Number          Kind   Date     Number          Kind    Date     Update
WO 2002101621   A1     20021219 WO 2002KR576     A       20020402 200307 B
KR 2003042865   A      20030602 KR 200173668     A       20011126 200366 E
KR 2003043106   A      20030602 KR 200174096     A       20011127 200366 E
AU 2002243090   A1     20021223 AU 2002243090    A       20020402 200452 E
KR 2008078790   A      20080828 KR 200174096     A       20011127 200910 E
                                KR 200870878     A       20080721
KR 2008094651   A      20081023 KR 200173668     A       20011126 200915 E
                                KR 2008100079    A       20081013
KR 2008094652   A      20081023 KR 200173668     A       20011126 200915 E
                                KR 2008100084    A       20081013
KR 2008095826   A      20081029 KR 200173668     A       20011126 200915 E
                                KR 200899715     A       20081010
KR 2008096492   A      20081030 KR 200173668     A       20011126 200915 E
                                KR 200899722     A       20081010
KR 2008104231   A      20081202 KR 200173668     A       20011126 200915 E
                                KR 200899712     A       20081010
```

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Priority Applications (no., kind, date): WO 2001KR551  A  20010402; KR
   200173668  A  20011126; KR 200174096  A  20011127; KR 200870878  A
   20080721; KR 200899712  A  20081010; KR 200899715  A  20081010; KR
   200899722  A  20081010; KR 2008100079 A  20081013; KR 2008100084 A
   20081013
```

Patent Details
```
Number          Kind  Lan   Pg  Dwg  Filing Notes
WO 2002101621   A1    EN    102 20
National Designated States,Original:  AE AG AL AM AT AU AZ BA BB BG BR BY
   BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID
   IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO
   NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN
   YU ZA ZM ZW
Regional Designated States,Original:  AT BE CH CY DE DK EA ES FI FR GB GH
   GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW
AU 2002243090   A1    EN          Based on OPI patent   WO 2002101621
KR 2008078790   A     KO          Division of application  KR 200174096

KR 2008094651   A     KO          Division of application  KR 200173668

KR 2008094652   A     KO          Division of application  KR 200173668

KR 2008095826   A     KO          Division of application  KR 200173668

KR 2008096492   A     KO          Division of application  KR 200173668

KR 2008104231   A     KO          Division of application  KR 200173668
```

Alerting Abstract WO A1
   NOVELTY – The process involves extracting names of goods or services from
text content. Trademark content is found out related to the goods or
services. Advertisement content is attached to the text content.
   DESCRIPTION – INDEPENDENT CLAIMS are also included for the following:

1.a computer implemented method for generating a user customized
advertisement of a user.

USE - For advertising in e-commerce.
ADVANTAGE - Increases effectiveness and cost efficiency of
advertisements. Allows targeted advertising.
DESCRIPTION OF DRAWINGS - The figure shows the hardware system and
network system of the invention.

Title Terms/Index Terms/Additional Words: COMBINATION; PROCESS; DIGITAL;
CONTENT; ADVERTISE; EXTRACT; NAME; GOODS; SERVICE; TEXT; FINDER; ATTACH

Class Codes
International Classification (Main): G06F-017/60
International Classification (+ Attributes)

IPC	+	Level	Value	Position	Status	Version
G06Q-0030/00	A	I		R		20060101
G06Q-0030/00	A	I	L			20060101
G06Q-0050/00	A	I	F			20060101
G06Q-0030/00	C	I		R		20060101
G06Q-0030/00	C	I				20060101
G06Q-0050/00	C	I				20060101

File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-J05A

 23/5/15   (Item 15 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0012940031 - Drawing available
WPI ACC NO: 2003-016688/200301
XRPX Acc No: N2003-012602
Product sale promotion **system for shop, transmits electronic message
including address of** web site **having information** related **to rewards
and offers and accessing password, to user terminal**
Patent Assignee: MITCHELL R J (MITC-I)
Inventor: MITCHELL R J
Patent Family (1 patents, 1 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
US 20020116262	A1	20020822	US 2001790001	A	20010221	200301 B

Priority Applications (no., kind, date): US 2001790001 A 20010221

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020116262	A1	EN	6	2	

 Alerting Abstract US A1
NOVELTY - A point-of-sales terminal receives the e-mail address or
telephone number of a user when the user purchases a product at vending
machine. A controller in the terminal transmits an electronic message
including address of the **web site** that has information **relating** to
rewards, offers and a password to access the web site to the user terminal.
DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

1.Electronic message communicating machine; and
2.Product sales promotion method.

   USE – For promoting sales of products at retail outlet such as shop
through Internet or mobile communication network.
   ADVANTAGE – Enables the operator to easily determine the type of the
products **purchased** by users and the **location** of the purchase, to
generate appropriate marketing strategy. As the address of the web site
including information about reward and offers is automatically sent to the
user, the product sales is increased.
   DESCRIPTION OF DRAWINGS – The figure shows the flowchart explaining the
steps involved in the product sales **promotion** method.

Title Terms/Index Terms/Additional Words: PRODUCT; SALE; PROMOTE; SYSTEM;
   SHOP; TRANSMIT; ELECTRONIC; MESSAGE; ADDRESS; WEB; SITE; INFORMATION;
   RELATED; REWARD; OFFER; ACCESS; PASSWORD; USER; TERMINAL
Class Codes
International Classification (Main): **G06F-017/60**
ECLA: G06Q-030/00A
US Classification, Current Main: 705-014000
US Classification, Issued: 70514
File Segment: EPI;
DWPI Class: T01; T05; W01
Manual Codes (EPI/S-X): T01-N01A2A; **T01-N01A2C** ; T01-N01C; T01-N01D;
   T01-N02A3B; T01-N02B1B; T05-H02X; T05-H08C; T05-L01D; T05-L01X; W01-A05B;
   W01-A06E1; W01-C01D3C

 23/5/20   (Item 20 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0012685047 – Drawing available
WPI ACC NO: 2002-535700/200257
XRPX Acc No: N2002-424088
File request processing method involves retrieving substitute file if
request attribute matches attribute associated with substitute file
Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)
Inventor: WOLFE D C
Patent Family (1 patents, 1 countries)
Patent   Application
Number   Kind   Date   Number   Kind   Date   Update
US 6397246   B1 20020528 US 1998192092   A 19981113 200257 B

Priority Applications (no., kind, date): US 1998192092 A 19981113

Patent Details
Number   Kind Lan   Pg Dwg Filing Notes
US 6397246   B1   EN   13   3

   Alerting Abstract US B1
   NOVELTY – A request attribute with domain name of requested file, time of
the request and client network address, is determined. A substitute file is
retrieved and returned to a client **computer** , after determining whether
the request attribute matches an attribute associated with the substitute
file.

DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

1.System for processing file request from client computer system; and
2.Article of manufacture for processing file request.

USE - For processing requests for web page received from a client, using proxy server.

ADVANTAGE - Allows proxy server to tailor advertisements presented to requesting clients according to a rule based system.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart of the file request processing method.

Title Terms/Index Terms/Additional Words: FILE; REQUEST; PROCESS; METHOD; RETRIEVAL; SUBSTITUTE; ATTRIBUTE; MATCH; ASSOCIATE

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06F-0017/30 A I   R   20060101
  H04L-0029/06 A I   R   20060101
  G06F-0017/30 C I   R   20060101
  H04L-0029/06 C I   R   20060101
ECLA: G06F-017/30W9C
US Classification, Issued: 709217, 713201, 709228, 709225, 709224
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2C; T01-N02B1; T01-N03B2; T01-S03

 23/5/21   (Item 21 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0012640758 - Drawing available
WPI ACC NO: 2002-489921/200252
Related WPI Acc No: 2002-405440; 2002-690307
XRPX Acc No: N2002-387321
Placing method for ads on a client for determining and playing ads in video
data recorders re-evaluating order of several potential display **ads in**
response to context   change **notification**
Patent Assignee: DIGITAL NETWORKS NORTH AMERICA INC (DIGI-N); SONICBLUE
  INC (SONI-N)
Inventor: ROSENBERG S A; SELF M H
Patent Family (2 patents, 27 countries)
Patent   Application

Number	Kind	Date	Number	Kind	Date	Update	
WO 2002033975	A2	20020425	WO 2001US32160	A	20011015	200252	B
EP 1340377	A2	20030903	EP 2001983970	A	20011015	200365	E
			WO 2001US32160	A	20011015		

Priority Applications (no., kind, date): US 2000240715 P 20001015; US
  2000240714 P 20001015

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2002033975	A2	EN	34	9	
National Designated States,Original: JP

Regional Designated States,Original: AT BE CH CY DE DK ES FI FR GB GR IE
    IT LU MC NL PT SE TR
EP 1340377   A2 EN   PCT Application WO 2001US32160
                                 Based on OPI patent   WO 2002033975
Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR
    IE IT LI LT LU LV MC MK NL PT RO SE SI TR

   Alerting Abstract WO A2
   NOVELTY – The method involves receiving notification of a **context
change** in a client. An order of several potential **display** ads is
re-evaluated in response to the **context   change** notification, to yield a
next ad to be placed. An ad request is received. The previously determined
next ad to be placed is sent in response to the received ad request.
   The **context   change** reflects a **change** in a video stream being viewed
by a user of the client.
   DESCRIPTION – INDEPENDENT CLAIMS are included for a system, for a method
of displaying an ad on a client-side machine, for an apparatus to place ads
on a client and for a **computer** program product.
   USE – For video data recorder. For determining and playing ads in video
data recorders.
   ADVANTAGE – Allows ads to be delivered to receptive audiences where there
is ample time to determine who might be best target for each particular ad.
Ads can be placed extremely quickly for each individual user.
   DESCRIPTION OF DRAWINGS – The figure shows a video replay system that can
include ad placement software of the invention.

Title Terms/Index Terms/Additional Words: PLACE; METHOD; CLIENT; DETERMINE;
   PLAY; VIDEO; DATA; RECORD; EVALUATE; ORDER; POTENTIAL; **DISPLAY** ; RESPOND
   ; **CONTEXT** ; **CHANGE** ; NOTIFICATION

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  H04N-0005/00 A I   R 20060101
  H04N-0007/16 A I   R 20060101
  H04N-0007/173 A I   R 20060101
  H04N-0005/00 C I   R 20060101
  H04N-0007/16 C I   R 20060101
  H04N-0007/173 C I   R 20060101
ECLA: H04N-005/00M10, H04N-007/16E3, H04N-007/173B2, H04N-007/173B3
ICO: T04N-007:16C10P, T04N-007:16S30, T04N-007:16T10C
File Segment: EPI;
DWPI Class: T01; W02; W04; W05
Manual Codes (EPI/S-X): T01-J05A2; T01-S03; W02-F04B; W04-B10; W05-E03C

 23/5/22   (Item 22 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0012459477 – Drawing available
WPI ACC NO: 2002-405440/200243
Related WPI Acc No: 2002-489921; 2002-690307
XRPX Acc No: N2002-318301
**Placing advertisements e.g. video clips, pictures, TV commercials etc. on
client-side video replay system during pause mode enabling advertisers to
determine best target for particular advert**

Patent Assignee: ROSENBERG S A (ROSE-I); SELF M H (SELF-I); SONICBLUE INC
   (SONI-N)
Inventor: ROSENBERG S A; SELF M H
Patent Family (4 patents, 22 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
WO 2002033973	A2	20020425	WO 2001US32169	A	20011015	200243	B
US 20020097235	A1	20020725	US 2000240714	P	20001015	200254	E
			US 2000240715	P	20001015		
			US 2001978144	A	20011015		
US 20020100041	A1	20020725	US 2000240714	P	20001015	200254	E
			US 2000240715	P	20001015		
			US 2001978170	A	20011015		
EP 1329106	A2	20030723	EP 2001983137	A	20011015	200350	E
			WO 2001US32169	A	20011015		

Priority Applications (no., kind, date): US 2000240715 P 20001015; US
   2000240714 P 20001015; US 2001978144 A 20011015; US 2001978170 A
   20011015

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2002033973	A2	EN	35	10	

National Designated States,Original: JP
Regional Designated States,Original: AT BE CH CY DE DK ES FI FR GB GR IE
   IT LU MC NL PT SE TR

US 20020097235	A1	EN			Related to Provisional US 2000240714
					Related to Provisional US 2000240715
US 20020100041	A1	EN			Related to Provisional US 2000240714
					Related to Provisional US 2000240715
EP 1329106	A2	EN			PCT Application WO 2001US32169
					Based on OPI patent WO 2002033973

Regional Designated States,Original: AT BE CH CY DE DK ES FI FR GB GR IE
   IT LI LU MC NL PT SE TR

   Alerting Abstract WO A2
   NOVELTY - The video replay system determines that it should enter a pause
mode and at such times obtains an advertisement (i.e. video clip, picture,
TV commercial etc.) from a **computer** system external to the replay system.
E.g. by downloading it from an external network server. The advertisement
is then displayed on the video replay system.
   USE - For placing advertisements on a client-side video replay system
during a pause mode.
   ADVANTAGE - Enables advertisers to determine who might be best target for
particular advert and to display advert to audience when they are most
receptive.
   DESCRIPTION OF DRAWINGS - The drawing shows a block diagram of a video
replay system employing the method.

Title Terms/Index Terms/Additional Words: PLACE; ADVERTISE; VIDEO; CLIP;
   PICTURE; TELEVISION; CLIENT; SIDE; REPLAY; SYSTEM; PAUSE; MODE; ENABLE;
   DETERMINE; TARGET

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
   G11B-0027/032 A N   R 20060101

```
G11B-0027/034  A  N     R  20060101
G11B-0027/036  A  I     R  20060101
H04N-0005/00   A  I     R  20060101
H04N-0007/16   A  I     R  20060101
H04N-0007/173  A  I     R  20060101
H04N-0009/82   A  I     R  20060101
G11B-0027/031  C  I     R  20060101
H04N-0005/00   C  I     R  20060101
H04N-0007/16   C  I     R  20060101
H04N-0007/173  C  I     R  20060101
H04N-0009/82   C  I     R  20060101
```
ECLA: G11B-027/036, H04N-005/00M10, H04N-007/16E3, H04N-007/173B2,
  H04N-007/173B3, H04N-009/82N4
ICO: S11B-027:032, S11B-027:034, T04N-007:16C10P, T04N-007:16S30,
  T04N-007:16T10C
US Classification, Current Main: 345-204000, 725-032000; Secondary:
348-E05007, 348-E07063, 348-E07071, 348-E07072, 386-E09040, 705-014000
US Classification, Issued: 345204, 72532, 70514
File Segment: EngPI; EPI;
DWPI Class: T01; W05; P85
Manual Codes (EPI/S-X): T01-N01A2C; T01-N01D1B; W05-E03C; W05-E03E

 23/5/23   (Item 23 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0010991550 - Drawing available
WPI ACC NO: 2001-616417/200171
XRPX Acc No: N2001-459789
Electronic information service providing arrangement **in** computer
system, has information file with partial virtual pixel area **containing**
information entered by several users
Patent Assignee: ANOTO AB (ANOT-N); BURSTROM S (BURS-I)
Inventor: BURSTROEM S; BURSTROM S
Patent Family (11 patents, 94 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
WO 2001071471	A1	20010927	WO 2001SE584	A	20010321	200171	B
SE 200000944	A	20010922	SE 2000944	A	20000321	200171	E
US 20010055036	A1	20011227	US 2000207881	P	20000530	200206	E
			US 2001813117	A	20010321		
AU 200139652	A	20011003	AU 200139652	A	20010321	200210	E
SE 519013	C2	20021223	SE 2000944	A	20000321	200308	E
EP 1269299	A1	20030102	EP 2001914306	A	20010321	200310	E
			WO 2001SE584	A	20010321		
KR 2003009387	A	20030129	KR 2002711965	A	20020912	200336	E
CN 1418338	A	20030514	CN 2001806760	A	20010321	200355	E
JP 2003528386	W	20030924	JP 2001569597	A	20010321	200365	E
			WO 2001SE584	A	20010321		
US 7415501	B2	20080819	US 2000207881	P	20000530	200857	E
			US 2001813117	A	20010321		
KR 831105	B1	20080520	WO 2001SE584	A	20010321	200869	E
			KR 2002711965	A	20020912		

Priority Applications (no., kind, date): SE 2000944 A 20000321

Patent Details
```
Number           Kind  Lan   Pg  Dwg  Filing Notes
WO 2001071471    A1    EN    25   5
```
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY
   BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL
   IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO
   NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH
   GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
```
SE 200000944    A    SV
US 20010055036  A1   EN              Related to Provisional  US 2000207881
AU 200139652    A    EN              Based on OPI patent   WO 2001071471
SE 519013       C2   SV
EP 1269299      A1   EN              PCT Application  WO 2001SE584
                                    Based on OPI patent   WO 2001071471
```
Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR
   IE IT LI LT LU LV MC MK NL PT RO SE SI TR
```
JP 2003528386   W    JA    25       PCT Application  WO 2001SE584
                                    Based on OPI patent   WO 2001071471
US 7415501      B2   EN              Related to Provisional  US 2000207881
KR 831105       B1   KO              PCT Application  WO 2001SE584
                                    Previously issued patent  KR 2003009387

                                    Based on OPI patent   WO 2001071471
```

Alerting Abstract WO A1

NOVELTY - A user (5) creates an information file (17) which is inserted with a partial virtual pixel area (9) containing information entered by several other users. A transmitter transmits the information file through a network (3) which is received and updated by other users.

DESCRIPTION - An INDEPENDENT CLAIM is also included for electronic information providing method.

USE - For providing **advertisements** and chat web pages to the user **computer** systems which are connected to Internet.

ADVANTAGE - Enables user to read and write information anywhere within the virtual partial **area** by transmitting information through network which is updated by other users.

DESCRIPTION OF DRAWINGS - The figure shows diagrammatic **arrangement** in a **computer** system for providing electronic information.
  3 Network
  5 User
  9 Partial virtual pixel **area**
  17 Information file

Title Terms/Index Terms/Additional Words: ELECTRONIC; INFORMATION; SERVICE;
  ARRANGE ; **COMPUTER** ; SYSTEM; FILE; VIRTUAL; PIXEL; **AREA** ; CONTAIN;
  ENTER; USER

Class Codes
International Classification (Main): G06F-015/00, G06F-003/03
 (Additional/Secondary): G06F-013/00
International Classification (+ Attributes)
```
IPC + Level Value Position Status Version
  G06F-0013/00  A  I   F   R   20060101
  G06F-0015/00  A  I   L   R   20060101
  G06F-0015/16  A  I   F   B   20060101
  G06F-0003/033 A  I       R   20060101
  G06F-0003/048 A  I       R   20060101
```

```
    G06F-0013/00  C  I  F  R   20060101
    G06F-0015/00  C  I  L  R   20060101
    G06F-0015/16  C  I  F  B   20060101
    G06F-0003/033  C  I     R   20060101
    G06F-0003/048  C  I     R   20060101
```
ECLA: G06F-003/048A1
US Classification, Current Main: 709-205000, 715-758000
US Classification, Issued: 345758, 709205
File Segment: EngPI; EPI;
DWPI Class: T01; P85
Manual Codes (EPI/S-X): T01-C04X; T01-H07C3C; T01-H07C5E

 23/5/24   (Item 24 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0010987871 - Drawing available
WPI ACC NO: 2001-612660/200171
XRPX Acc No: N2001-457387
 Website - based announcement **transmission method for online transaction
using Internet, involves determining** announcement **receiving party by
recognizing the party location corresponding to geographical region**
Patent Assignee: NET DILIGENCE LTD (NETD-N)
Inventor: HORSWILL P
Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
GB 2360372	A	20010919	GB 20006286	A	20000315	200171	B

Priority Applications (no., kind, date): GB 20006286 A 20000315

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
GB 2360372	A	EN	16	1	

 Alerting Abstract GB A
  NOVELTY - A set of databases (15,17,19,21) are maintained with an
announcement transmission criterion for each party. Using the database, a
party to receive the **announcement** is **determined** . When the **location** of
party corresponds to the geographical region, the relevant **announcement**
is transmitted.
  DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

  1. Computer server for transmitting announcements ;
  2. Computer program product storing   announcement programs

  USE - For communicating **advertising** / **announcement** information about
various manufactured products to **customers by** manufacturers in Internet
based online transaction.
  **ADVANTAGE - Determines receiving validity of customers, thereby
announcements** are output effectively and hence ensures safety **and** health
of consumers while using the products.
  DESCRIPTION OF DRAWINGS - The figure shows the schematic view of server
system.
   15,17,19,21 Databases

Title Terms/Index Terms/Additional Words: BASED; ANNOUNCE; TRANSMISSION;

METHOD; TRANSACTION; DETERMINE; RECEIVE; PARTY; LOCATE; CORRESPOND;
GEOGRAPHICAL; REGION
Class Codes
International Classification (Main): **G06F-017/60**
(Additional/Secondary): G06F-017/30
ECLA: G06Q-030/00A
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-H07C1; T01-H07C5E; T01-H07C5S; T01-J05A;
T01-J05B4M; **T01-S03**

23/5/33   (Item 33 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0010356728 - Drawing available
WPI ACC NO: 2000-672364/200065
Related WPI Acc No: 2000-672359
XRPX Acc No: N2000-498488
Method for local advertising **in Internet using** computer **system**
Patent Assignee: SUN MICROSYSTEMS INC (SUNM)
Inventor: BAEHR G; BAEHR G S M I; GUPTA A; VENKATARAMAN S
Patent Family (5 patents, 86 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
WO 2000030008	A1	20000525	WO 1999US27061	A	19991112	200065	B
AU 200016253	A	20000605	AU 200016253	A	19991112	200065	E
EP 1131758	A1	20010912	EP 1999958991	A	19991112	200155	E
			WO 1999US27061	A	19991112		
JP 2002530700	W	20020917	WO 1999US27061	A	19991112	200276	E
			JP 2000582946	A	19991112		
US 6487538	B1	20021126	US 1998192874	A	19981116	200281	E

Priority Applications (no., kind, date): US 1998192874 A 19981116

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2000030008	A1	EN	56	5	

National Designated States,Original: AE AL AM AT AU AZ BA BB BG BR BY CA
CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH
GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200016253	A	EN			Based on OPI patent WO 2000030008
EP 1131758	A1	EN			PCT Application WO 1999US27061
					Based on OPI patent WO 2000030008

Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR
IE IT LI LT LU LV MC MK NL PT RO SE SI

| JP 2002530700 | W | JA | 49 | | PCT Application WO 1999US27061 |
| | | | | | Based on OPI patent   WO 2000030008 |

Alerting Abstract WO A1
NOVELTY - The method involves obtaining information to be displayed and
an **advertisement** in an **advertisement** slot. The **advertisement** in the
advertisement slot is then replaced with another **advertisement** .

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:
1.a computer system for local advertising in Internet;
2.and a   computer program product used in storing program for local
   advertising .

 USE - For local **advertising** in Internet using **computer** system.
 ADVANTAGE - Enables small **advertisers** to have their **advertisement**
appear in **connection with** frequently used **web sites** . Utilizes profile
 and demographic information to **precisely target advertisements** to
specific users.
 DESCRIPTION OF DRAWINGS - The figure shows the flowchart of
advertisement insertion according **to** method for **local advertising in**
Internet.

Title Terms/Index Terms/Additional Words: METHOD; LOCAL; **ADVERTISE ;**
  COMPUTER ; SYSTEM

Class Codes
International Classification (Main): G09F-019/00
 (Additional/Secondary): **G06F-017/60**
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06F-0012/00 A I L R 20060101
  G06F-0013/00 A I L R 20060101
  G06F-0015/00 A I L R 20060101
  G06F-0017/30 A I L R 20060101
  G06Q-0010/00 A I L R 20060101
  G06Q-0030/00 A I   R 20060101
  G09F-0019/00 A I L R 20060101
  G06F-0012/00 C I L R 20060101
  G06F-0013/00 C I L R 20060101
  G06F-0015/00 C I L R 20060101
  G06F-0017/30 C I L R 20060101
  G06Q-0010/00 C I L R 20060101
  G06Q-0030/00 C I   R 20060101
  G09F-0019/00 C I L R 20060101
ECLA: G06Q-030/00A
US Classification, Issued: 70514, 709219
File Segment: EngPI; EPI;
DWPI Class: T01; P85
Manual Codes (EPI/S-X): T01-H07C3C; T01-H07C5E; T01-J05A; **T01-S03**

 23/5/34   (Item 34 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0010356723 - Drawing available
WPI ACC NO: 2000-672359/200065
Related WPI Acc No: 2000-672364
XRPX Acc No: N2000-498483
Method for local advertising in internet using computer software
Patent Assignee: SUN MICROSYSTEMS INC (SUNM)
Inventor: BAEHR G; BAEHR G S M I; GUPTA A
Patent Family (4 patents, 88 countries)
Patent   Application
Number   Kind Date   Number   Kind Date   Update

```
WO 2000030002    A1   20000525   WO 1999US26697   A  19991112   200065   B
AU 200024736     A    20000605   AU 200024736     A  19991112   200065   E
EP 1131762       A1   20010912   EP 1999968041    A  19991112   200155   E
                                 WO 1999US26697   A  19991112
JP 2002535689    W    20021022   WO 1999US26697   A  19991112   200301   E
                                 JP 2000582940    A  19991112
```

Priority Applications (no., kind, date): US 1998192874 A 19981116; US
   1999343965 A 19990630

Patent Details
```
Number          Kind  Lan   Pg   Dwg   Filing Notes
WO 2000030002   A1    EN    68    6
National Designated States,Original:  AE AL AM AT AU AZ BA BB BG BR BY CA
   CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE
   KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU
   SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
Regional Designated States,Original:  AT BE CH CY DE DK EA ES FI FR GB GH
   GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW
AU 200024736    A     EN               Based on OPI patent   WO 2000030002
EP 1131762      A1    EN               PCT Application  WO 1999US26697
                                       Based on OPI patent   WO 2000030002
Regional Designated States,Original:  AT BE CH CY DE DK ES FI FR GB GR IE
   IT LI LU MC NL PT SE
JP 2002535689   W     JA    60         PCT Application  WO 1999US26697
                                       Based on OPI patent   WO 2000030002
```

Alerting Abstract WO A1
   NOVELTY – A proxy is determined whether it agrees to terms for inserting
one or more **advertisements** . The proxy transmits one or more
advertisement in one or more **advertisement** slots, and the information to
be displayed to a client after the information to be displayed and the
location of one or more **advertisement** slots are transmitted to the proxy.
   DESCRIPTION – The information to be displayed are transmitted to the
proxy while withholding the location of one or more advertisement slots
when proxy does not agree to terms for inserting one or more
advertisements. The location of one or more advertisement slots is
transmitted to the proxy when the proxy agrees to terms for inserting one
or more advertisements. INDEPENDENT CLAIMS are also included for the
following:

   1.a computer system for local advertising in internet;
   2.and a computer software used for local advertising in internet.

   USE – For local advertising in internet using **computer** software.
   ADVANTAGE – Prevents proxies to cheat or abscond with the **advertisement**
slot without compensating the web server. Provides **negotiation** for
inserting an **advertisement** wherein proxy is not informed of the **specific**
 location of the **advertisement** in a **web page** prior to agreeing **to**
terms, e.g. price, for **advertisement** insertion. Uses downloadable module
that contains **advertisement location** information but does not provide
the **information** to the proxy or insert the **advertisement** until an
agreement has been reached.
   DESCRIPTION OF DRAWINGS – The figure shows the flowchart of inserting
advertisements in **accordance** with the method for **local advertising** in
internet using **computer** software.

Title Terms/Index Terms/Additional Words: METHOD; LOCAL; ADVERTISE;
  COMPUTER; SOFTWARE

Class Codes
International Classification (Main): G09F-019/00
  (Additional/Secondary): **G06F-017/60**
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06F-0013/00 A I L R 20060101
  G06F-0017/30 A I L R 20060101
  G06Q-0010/00 A I L R 20060101
  G06Q-0030/00 A I   R 20060101
  G09F-0019/00 A I L R 20060101
  G06F-0013/00 C I L R 20060101
  G06F-0017/30 C I L R 20060101
  G06Q-0010/00 C I L R 20060101
  G06Q-0030/00 C I   R 20060101
  G09F-0019/00 C I L R 20060101
ECLA: G06Q-030/00A
File Segment: EngPI; EPI;
DWPI Class: T01; P85
Manual Codes (EPI/S-X): T01-H07C5E; T01-J05A2; **T01-S03**

 23/5/37   (Item 37 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0009765719 - Drawing available
WPI ACC NO: 2000-052607/200004
XRPX Acc No: N2000-041069
 Advertisements **scheduling and displaying method of WWW pages in network
system**
Patent Assignee: FAIRALL D L (FAIR-I); HALL D (HALL-I); WODARZ D
  (WODA-I)
Inventor: FAIRALL D L; HALL D; WODARZ D
Patent Family (1 patents, 1 countries)
Patent   Application
Number   Kind Date Number   Kind   Date   Update
US 5999912   A   19991207 US 199616674   P   19960501 200004 B
                             US 1997850381   A   19970501

Priority Applications (no., kind, date): US 199616674 P 19960501; US
  1997850381 A 19970501

Patent Details
Number   Kind Lan   Pg Dwg Filing Notes
US 5999912   A   EN   7   2   Related to Provisional US 199616674
  Alerting Abstract US A
  NOVELTY - A set of **advertisements** that match the characteristics
defined in **ad** tag are scanned. One of the matched **advertisements** is
selected to display at location **associated** with **ad** tag. A **web   page**
code defining display and **link** characteristics is generated for selected
advertisement , and is sent from server to client for display by browser
program.
  DESCRIPTION - A request from web page is received from client by a
server. The coded information defining requested web page is accessed.

Then, it is judged if the coded information includes **ad** tags. Each **ad** tag defines an **associated** location on **web page** for **advertisement** and characteristics by **advertisements** that are displayed at that location. An INDEPENDENT CLAIM is also included for **computer** program.
   USE - For managing **advertisements** on WWW pages in network system.
   ADVANTAGE - Minimizes number of **advertisers** per web page and number of **advertisements** on web page, while minimizing number of viewers for each **advertiser** , since web page for a site is made more attractive by changing web pages on internet.
   DESCRIPTION OF DRAWINGS - The figure shows flow chart of **advertisements** scheduling and displaying method.

Title Terms/Index Terms/Additional Words: **ADVERTISE** ; SCHEDULE; DISPLAY;
   METHOD; PAGE; NETWORK; SYSTEM

Class Codes
International Classification (Main): **G06F-017/60**
ECLA: G06Q-030/00A
US Classification, Current Main: 705-014000; Secondary: 705-001000,
705-026000, 705-027000, 715-511000, 715-513000
US Classification, Issued: 70514, 70526, 70527, 7051, 707511, 707513,
   345112, 345121, 345118, 345126
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-J05A

 23/5/40   (Item 40 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0008418450 - Drawing available
WPI ACC NO: 1997-536104/199749
Related WPI Acc No: 1997-536052; 2000-328992
XRPX Acc No: N1997-446263
Electronic mail system with advertising **display - displays message on screen while user creates or reads mail and updates messages during modem connection time when user transmits or receives e-mail**
Patent Assignee: ARDAI C E (ARDA-I); JUNO ONLINE SERVICES INC (JUNO-N);
   JUNO ONLINE SERVICES LP (JUNO-N); MARSH B D (MARS-I); MC AULIFFE J D
   (AULI-I); MORAES M A (MORA-I); RUDOLPH D B (RUDO-I); SHAW D E (SHAW-I)
Inventor: ARDAI C E; MARSH B D; MC AULIFFE J D; MCAULIFFE J D; MORAES M A;
   RUDOLPH D B; SHAW D E
Patent Family (12 patents,   75 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
WO 1997040514	A1	19971030	WO 1997US6026	A	19970411	199749	B
AU 199726113	A	19971112	AU 199726113	A	19970411	199811	E
US 5809242	A	19980915	US 1996636739	A	19960419	199844	E
EP 894329	A1	19990203	EP 1997917922	A	19970411	199910	E
			WO 1997US6026	A	19970411		
US 6014502	A	20000111	US 1996636739	A	19960419	200010	E
			US 1997948779	A	19971010		
AU 720221	B	20000525	AU 199726113	A	19970411	200034	E
AU 200022655	A	20000615	AU 199726113	A	19970411	200036	NCE
			AU 200022655	A	20000329		
US 6199106	B1	20010306	US 1996636739	A	19960419	200115	E

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                                        US 1998153145    A  19980914
US 20010005855   A1   20010628   US 1998153145    A  19980914  200138  NCE
                                        US 2001768273    A  20010125
AU 745064        B    20020307   AU 199726113     A  19970411  200229  NCE
                                        AU 200022655     A  20000329
CA 2251676       C    20021022   CA 2251676       A  19970411  200279  E
                                        WO 1997US6026    A  19970411
US 6516341       B2   20030204   US 1998153145    A  19980914  200313  NCE
                                        US 2001768273    A  20010125
```

Priority Applications (no., kind, date): US 1996636739 A 19960419; US
   1997948779 A 19971010; US 1998153145 A 19980914; AU 200022655   A
   20000329; US 2001768273 A 20010125

Patent Details
```
Number          Kind  Lan  Pg  Dwg  Filing Notes
WO 1997040514   A1    EN   79   12
```
National Designated States,Original: AL AM AT AU AZ BA BB BG BR BY CA CH
   CN CU CZ DE DK EE ES FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS
   LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT
   UA UG UZ VN YU
Regional Designated States,Original: AT BE CH DE DK EA ES FI FR GB GH GR
   IE IT KE LS LU MC MW NL OA PT SD SE SZ UG
```
AU 199726113     A    EN            Based on OPI patent   WO 1997040514
EP 894329        A1   EN            PCT Application  WO 1997US6026
                                        Based on OPI patent   WO 1997040514
```
Regional Designated States,Original: AT BE CH DE DK ES FI FR GB GR IE IT
   LI LU MC NL PT SE
```
US 6014502       A    EN            Division of application  US 1996636739

                                        Division of patent  US 5809242
AU 720221        B    EN            Previously issued patent  AU 9726113

                                        Based on OPI patent   WO 1997040514
AU 200022655     A    EN            Division of application  AU 199726113

                                        Division of patent  AU 720221
US 6199106       B1   EN            Continuation of application  US
   1996636739
                                        Continuation of patent  US 5809242
US 20010005855   A1   EN            Continuation of application  US
   1998153145
                                        Continuation of patent  US 6199106
AU 745064        B    EN            Division of application  AU 199726113

                                        Previously issued patent  AU 200022655

                                        Division of patent  AU 720221
CA 2251676       C    EN            PCT Application  WO 1997US6026
                                        Based on OPI patent   WO 1997040514
US 6516341       B2   EN            Continuation of application  US
   1998153145
                                        Continuation of patent  US 6199106
```

   Alerting Abstract WO A1
   The electronic mail system (100) provides scheduled messages to a remote
user (101) in a batch oriented system. While a user creates or reads mail,

a message is displayed on a portion of the local monitor, the message **changing** in accordance with the local **display** schedule and stored on a local storage **device** . When the **user** is ready to transmit or receive e-mail, a modem (102) connection is established with a remote server (104) which receives and transmits user's mail. The server also updates the user's local messages in accordance with a distribution schedule and when updating is completed the user's **computer** is disconnected from the remote e-mail server system (104).
  ADVANTAGE - **Displays** targeted **advertisements** when users are off line

Title Terms/Index Terms/Additional Words: ELECTRONIC; MAIL; SYSTEM;
  ADVERTISE ; DISPLAY; MESSAGE; SCREEN; USER; READ; UPDATE; MODEM; CONNECT;
  TIME; TRANSMIT; RECEIVE

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
  G06F-0015/173 A I   R 20060101
  G06Q-0010/00 A I   R 20060101
  G06Q-0030/00 A I   R 20060101
  H04L-0012/58 A I   R 20060101
  H04L-0012/66 A I   R 20060101
  G06F-0015/16 C I   R 20060101
  G06Q-0010/00 C I   R 20060101
  G06Q-0030/00 C I   R 20060101
  H04L-0012/58 C I   R 20060101
  H04L-0012/66 C I   R 20060101
ECLA: G06Q-010/00F2, G06Q-030/00A, H04L-012/58
US Classification, Current Main: 709-206000, 709-217000, 709-219000
; Secondary: 705-014000, 709-203000, 709-218000, 709-219000
US Classification, Issued: 709206, 709219, 70514, 395200.47, 395200.49,
  709217, 709203, 709218, 709219, 709206, 709217
File Segment: EPI;
DWPI Class: T01; W01
Manual Codes (EPI/S-X): T01-H07C1; W01-A06E1; W01-A06G2; W01-A06X

 23/5/41   (Item 41 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0007786640 - Drawing available
WPI ACC NO: 1996-413135/199642
XRPX Acc No: N1996-347726
Transaction completing method for affiliated television or radio broadcast advertisement **- broadcasting easy-to-use telephone number related to** **specific** advertiser **in particular geographic area from which responsive** **telephone calls are relayed to transaction processing centre dependent on** **time and origin**
Patent Assignee: AT & T CORP (AMTT); AT & T IPM CORP (AMTT)
Inventor: MAYER D J
Patent Family (3 patents, 2 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
CA 2164896	A	19960628	CA 2164896	A	19951211	199642	B
US 5774534	A	19980630	US 1994364563	A	19941227	199833	E

```
                              US 1997877894    A  19970618
CA 2164896          C    20001121  CA 2164896      A  19951211  200065  E
```

Priority Applications (no., kind, date): US 1994364563 A 19941227; US
   1997877894 A 19970618

Patent Details

```
Number          Kind  Lan   Pg  Dwg  Filing Notes
CA 2164896        A   EN    42   8
US 5774534        A   EN              Continuation of application  US
   1994364563
CA 2164896        C   EN
```

   Alerting Abstract CA A
   The involves using a broadcast network with several local stations
serving different geographic **areas** , easy-to-use **phone** numbers, and
transaction processing centres. The method involves providing the broadcast
network an easy to use telephone number and assigning that number to each
local station so that **advertisers** include this number in direct-response
advertisements broadcast to respective geographic **areas** .
   An **advertisement** sponsored by a particular **advertiser** and including
the telephone number is broadcast to the geographic **area** . In response to
a call placed by a viewer/listener to the broadcast networks number located
in the geographic **area** , the call is routed to a telecommunications
network. Using information related to the telephone call, the identity of
the particular **advertiser** is determined by relating the time interval in
which the call was made and the geographic **area** from where it originated.
The call is completed to the transaction processing centre **arranged** to
process calls related to the determined **advertiser** .
   ADVANTAGE - Reduces amount of resources spent on reinforcing customers
phone number memory or on owning and dedicating easy to remember number.
Permits determination of effectiveness of **advertisement** in each market,
time slot, and television/radio show.

Title Terms/Index Terms/Additional Words: TRANSACTION; COMPLETE; METHOD;
   TELEVISION; RADIO; BROADCAST; **ADVERTISE** ; EASY; TELEPHONE; NUMBER;
   RELATED; SPECIFIC; GEOGRAPHICAL; AREA; RESPOND; CALL; RELAY; PROCESS;
   CENTRE; DEPEND; TIME; ORIGIN

Class Codes
International Classification (+ Attributes)
IPC + Level Value Position Status Version
   H04H-0009/00 A I   R 20060101
   H04M-0003/493 A I   R 20060101
   H04N-0007/16 A I   R 20060101
   H04H-0009/00 C I   R 20060101
   H04M-0003/487 C I   R 20060101
   H04N-0007/16 C I   R 20060101
ECLA: H04H-020/38, H04H-060/63, H04H-060/94, H04M-003/493, H04N-007/16E3
ICO: T04N-007:16S25H, T04N-007:16S30
US Classification, Issued: 379142, 379112, 379113, 379128, 379133, 379209,
   379219
File Segment: EPI;
DWPI Class: W01; W02
Manual Codes (EPI/S-X): W01-C02B7X; W01-C05B5A; W02-F04B; W02-F04X;
   W02-F05A3C
```

## B. Patent Files, Full-Text

```
File 324:GERMAN PATENTS FULLTEXT 1967-200917
         (c) 2009 UNIVENTIO/THOMSON
File 349:PCT FULLTEXT 1979-2009/UB=20090416|UT=20090409
         (c) 2009 WIPO/Thomson
File 348:EUROPEAN PATENTS 1978-200916
         (c) 2009 European Patent Office


Set    Items    Description
S1     171839   (REMOTE OR DISTANT OR FARAWAY OR AWAY)(5N)(INFORMATION OR -
                INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES
                OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB()(PAGE?? OR S-
                ITE??) OR URL OR URLS OR UNIFORM(2N)LOCATOR??
S2     488723   CONTEXT? OR S1(5N)(SPECIFIC? OR RELAT???? OR INTERRELAT????
                OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3     1098236  AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
                ON?? OR VOUCHER?? OR ANNOUNCEMENT??
S4     55718    S3(10N)(RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR CO-
                MMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GU-
                IDELINES)
S5     948664   (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)-
                DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
                PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
                PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANI?ER? OR DEVICE? OR
                 MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM()(PILOT?? OR TOP
                 OR TOPS) OR SMARTPHONE?? OR BLACKBERR? OR IPHONE OR IPHONES -
                 OR ITOUCH??
S6     586035   (ADJUST????? OR CHANG??? OR ALTER??? OR ALTERATION?? OR MO-
                DIFY??? OR MODIFIE?? OR MODIFICATION?? OR ADAPT? OR ARRANG?)(-
                10N)(DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WI-
                NDOWS OR POPUP?? OR POP()(UP OR UPS) OR AREA??)
S7     257309   (LOCAL? OR PLACE OR PLACES OR LOCATION?)(5N)(DETERMIN? OR -
                CALCULAT? OR FIGUR? OR ASCERTAIN? OR ESTABLISH? OR DECID???)
S8     4678     S2(S)S3(S)S5
S9     292      S8(S)S7
S10    67       S9(S)S6
S11    78275    (X OR Y)()(AXIS OR AXES)
S12    231077   TIME(5N)DELAY??? OR POSTPON?
S13    11       S10 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR -
                G06F-0030/00)
S14    33       S10 AND IC=G06F
S16    0        15
S17    0        IC=G06F-017/60
S18    0        IC=G06F-0017/60
S19    0        IC=G06F-030/00
S20    24       S9(S)(S11 OR S12)
S21    9        S20 AND IC=G06F
S22    421      S2(S)S4(S)S5
S23    68       S22(S)S7
S24    38       S23 AND IC=G06F
S25    18       S23 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR -
                G06F-0030/00)
S26    9865     S2(15N)S3
S27    1470     S26(30N)S5
S28    24       S27(30N)S7
```

```
S29          6   S28 AND IC=G06F
S30         35   S13 OR S21 OR S25 OR S29
S31         32   S30 AND AY=1900:2003
S32         32   IDPAT (sorted in duplicate/non-duplicate order)
S33         32   IDPAT (primary/non-duplicate records only)
```

33/3,K/2   (Item 2 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2009 European Patent Office. All rts. reserv.
02334521
**Method of and system for enabling brand-image communication between vendors
    and consumers**
**Verfahren   und System zur Ermoglichung der Markenbilder-Kommunikation
    zwischen Handlern und Verbrauchern**
**Procede et systeme pour activer une communication d'image de marque entre
    les vendeurs et les consommateurs**
PATENT ASSIGNEE:
  IPF, Inc., (2541021), Soundview Plaza, 1266 East Main Street, Stamford,
    CT 06902, (US), (Applicant designated States: all)
INVENTOR:
  Perkowski, Thomas J., 10 Waldon Road, DarienConnecticut 06820, (US)
LEGAL REPRESENTATIVE:
  Dunlop, Hugh Christopher et al (59552), R G C Jenkins & Co. 26 Caxton
    Street, London SW1H 0RJ, (GB)
PATENT (CC, No, Kind, Date): EP 1841195 A1   071003 (Basic)
APPLICATION (CC, No, Date):   EP 2007011587 001117;
PRIORITY (CC, No, Date): US 441973 991117; US 447121 991122; US 465859
    991217; US 483105 000114; US 599690 000622; US 641908 000818; US 695744
    001024
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
  LU; MC; NL; PT; SE; TR
RELATED PARENT NUMBER(S) - PN (AN):
  EP 1616266 (EP 2000980530)
INTERNATIONAL CLASSIFICATION (V8 + ATTRIBUTES):
IPC + Level Value Position Status Version Action Source Office:
  H04N-0001/00   A I F B 20060101 20070827 H EP
  G06Q-0030/00   A I L B 20060101 20070827 H EP
   G06F-0017/30   A I L B 20060101 20070827 H EP
ABSTRACT WORD COUNT: 199
NOTE:
  Figure number on first page: 2B1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
     CLAIMS A (English) 200740   2554
     SPEC A   (English) 200740   150234
Total word count - document A   152788
Total word count - document B   0
Total word count - documents A + B 152788

INTERNATIONAL CLASSIFICATION (V8 + ATTRIBUTES):
IPC + Level Value Position Status Version Action Source Office:
  ... G06F-0017/30   A I L B 20060101 20070827 H EP

```

...SPECIFICATION of wireless mobile Internet-enabled access terminals that
  may be used to realize the client **computer** subsystems of the present
  invention. For example, recently 3COM, Inc. introduced into its
  **commercial** product line the **Palm Pilot** VII Wireless Hand-Held
  Internet Access Terminal, which is similar in many respects to the...


 **33/3,K/5**      **(Item 5 from file: 348)**
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2009 European Patent Office. All rts. reserv.
01888484
**Systems and methods for secure transaction management and electronic rights
    protection**
**Systeme und Verfahren zur gesicherten Transaktionsverwaltung und
    elektronischem Rechtsschutz**
**Systemes et procedes de gestion de transactions securisees et de protection
    de droits electroniques**
PATENT ASSIGNEE:
  Intertrust Technologies Corp., (2434320), 460 Oakmead Parkway, Sunnyvale,
    CA 94086-4708, (US), (Applicant designated States: all)
INVENTOR:
  Ginter, Karl L., 10404 43rd Avenue, Beltsville,Maryland 20705, (US)
  Shear, Victor H., 5203 Battery Lane, Bethesda,Maryland 20814, (US)
  Spahn, Francis J., 2410 Edwards Avenue, El Cerrito,California 94530, (US)
  Van Wie, David M., 1780 East 25th Avenue, Eugene, OR 97403, (US)
LEGAL REPRESENTATIVE:
  Smith, Norman Ian et al (36041), fJ CLEVELAND 40-43 Chancery Lane, London
    WC2A 1JQ, (GB)
PATENT (CC, No, Kind, Date):  EP 1526472  A2   050427 (Basic)
                              EP 1526472  A3   060726
APPLICATION (CC, No, Date):   EP 2004078254 960213;
PRIORITY (CC, No, Date): US 388107 950213
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;
  NL; PT; SE
RELATED PARENT NUMBER(S) - PN (AN):
  EP 861461  (EP 96922371)
INTERNATIONAL PATENT CLASS (V7): **G06F-017/60** ; G06F-009/46
INTERNATIONAL CLASSIFICATION (V8 + ATTRIBUTES):
IPC + Level Value Position Status Version Action Source Office:
  G06F-0001/00    A I F B 20060101 20060616 H EP
  G06F-0009/46    A I L B 20060101 20050309 H EP
ABSTRACT WORD COUNT: 151
NOTE:
  Figure number on first page: 75

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text  Language   Update    Word Count
     CLAIMS A  (English)  200517       355
     SPEC A    (English)  200517    167222
Total word count - document A        167604
Total word count - document B             0
Total word count - documents A + B   167604
INTERNATIONAL PATENT CLASS (V7): **G06F-017/60** ...

...SPECIFICATION VDE can support "real" commerce in an electronic form,
that is the progressive creation of **commercial** relationships that form,
over time, a network of interrelated agreements representing a value
chain business...incorporated into, for example, a fax/modem chip or chip
pack, I/O controller, video **display** controller, and/or other available
digital processing **arrangements** . It is anticipated that portions of the
present invention's VDE secure hardware capabilities may...

...of the most relevant portions of information from an information product
and cause the automatic **display** to the user of information describing
search criteria hits for user selection or the automatic...of said
portions, for example, maintain content in securely stored form while
allowing "temporary" on **screen    display** of content or allowing a
software program to be maintained in secure form but transiently...
installation. For example, designing a hardware based VDE secure
subsystem into an electronic appliance VDE **display** device, and
designing said subsystem's integration with said **display** device so that
it is as close as possible to the point of display, will...provides at
least enough processing capabilities to support the secure parts of
processes shown in **Figure** 3. In some contexts, the functions of SPU 500
may be increased so the SPU...
...addressing and refresh circuitry that "shuffles" the location of bits to
complicate efforts to electrically **determine** the value of memory
**locations** . These and other techniques may contribute to the security of
barrier 502.
   In some electronic...validation. It may also support secure
communications between SPE 503 and an external node or **device** (e.g., a
VDE administrator or distributor). It may support the following examples
of authentication...


 **33/3,K/6      (Item 6 from file: 348)**
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2009 European Patent Office. All rts. reserv.

01869029
**Systems and methods for secure transaction management and electronic rights
    protection**
**Systeme   und   Verfahren   zur   gesicherten   Transaktionsverwaltung   und
    elektronischem Rechtsschutz**
**Systemes et procedes de gestion de transactions securisees et de protection
    de droits electroniques**
PATENT ASSIGNEE:
  ELECTRONIC PUBLISHING RESOURCES, INC., (976840), 460 Oakmead Parkway,
    Sunnyvale, CA 94086-4708, (US), (Applicant designated States: all)
INVENTOR:
  Ginter, Karl L., 10404 43rd Avenue, Beltsville,  Maryland 20705, (US)
  Shear, Victor H., 5203 Battery Lane, Bethesda,  Maryland 20814, (US)
  Spahn, Francis J., 2410 Edwards Avenue, El Cerrito, California 94530,
    (US)
  Van Wie, David M., 1250 Lakeside Drive, Sunnyvale, California 94086, (US)
LEGAL REPRESENTATIVE:
  Smith, Norman Ian et al (36041), fJ CLEVELAND  40-43 Chancery Lane,
    London WC2A 1JQ, (GB)
PATENT (CC, No, Kind, Date):  EP 1515216  A2  050316 (Basic)
                              EP 1515216  A3  050323
APPLICATION (CC, No, Date):  EP 2004078194 960213;

PRIORITY (CC, No, Date): US 388107 950213
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;
  NL; PT; SE
RELATED PARENT NUMBER(S) – PN (AN):
  EP 861461  (EP 96922371)
INTERNATIONAL PATENT CLASS (V7): G06F-001/00; **G06F-017/60**
ABSTRACT WORD COUNT: 144
NOTE:
  Figure number on first page: 75C

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text  Language    Update     Word Count
      CLAIMS A  (English)  200511        276
      SPEC A    (English)  200511    167210
Total word count – document A          167486
Total word count – document B               0
Total word count – documents A + B  167486

...INTERNATIONAL PATENT CLASS (V7): **G06F-017/60**
...SPECIFICATION This information may be at one location or dispersed
  across (and/or moving between) multiple **locations** . The information may
  pass through a "chain" of distributors and a "chain" of users. Usage...
  methods) that may be variously aggregated together to form control
  methods for electronic commerce applications, **commercial** electronic
  agreements, and data security arrangements. VDE provides a secure
  operating environment employing VDE foundation...

...deliver such information securely, parties to an electronic agreement
  need not trust the accuracy of **commercial** usage and/or other
  information delivered through means other than those under control of VDE  ...

...to be served and it can bind such participants together in a universe
  wide, trusted **commercial** network that can be secure enough to support
  very large amounts of commerce. VDE's...of said portions, for example,
  maintain content in securely stored form while allowing "temporary" on
  **screen  display** of content or allowing a software program to be
  maintained in secure form but transiently...and content. For example,
  smart objects may travel to and/or from remote information resource
  **locations** and fulfill requests for electronic information content. Smart
  objects can, for example, be transmitted to...

...installation. For example, designing a hardware based VDE secure
  subsystem into an electronic appliance VDE **display** device, and
  designing said subsystem's integration with said **display** device so that
  it is as close as possible to the point of display, will...FIGURE 15A is
  an example of a channel header and channel detail records shown in
  **FIGURE**  15;

...with many different types of appliances 600. For example, it can work
  with large mainframe **computers** , "minicomputers" and "microcomputers"
  such as personal **computers** and **portable** computing **devices** . It can
  also work in control boxes on the top of television sets, small portable ...

DIALOG(R)File 349:PCT FULLTEXT
(c) 2009 WIPO/Thomson. All rts. reserv.
01196727     **Image available**
**GEOGRAPHIC LOYALTY SYSTEM AND METHOD**
**SYSTEME ET PROCEDE DE FIDELISATION GEOGRAPHIQUE**
Patent Applicant/Assignee:
  AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY INC, American Express
    Tower, World Financial Center, New York City, NY 10285-4900, US, US
    (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  COHAGAN Perry A, 150 Columbia Heights, Brooklyn, NY 11201, US, US
    (Residence), US (Nationality), (Designated only for: US)
  MAYER Birgitta, 302 East 88th Street, #4J, New York, NY 10128, US, US
    (Residence), US (Nationality), (Designated only for: US)
  MENICHILLI Julia, 42 Buckminister Lane, Manhasset, NY 11030, US, US
    (Residence), VE (Nationality), (Designated only for: US)
  VOLTMER Theodore S, 51 Birkendene Road, Caldwell, NJ 07006, US, US
    (Residence), US (Nationality), (Designated only for: US)
  WOOD-KULKO Penelope, 187 Hicks Street, Brooklyn, NY 11201, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  BERSCHADSKY Jonathan (agent), Fitzpatrick, Cella, Harper & Scinto, 30
    Rockefeller Plaza, New York, NY 10112-3801, US
Patent and Priority Information (Country, Number, Date):
  Patent:              WO 200503903 A2-A3 20050113 (WO 0503903)
  Application:         WO 2004US20396 20040623  (PCT/WO US2004020396)
  Priority Application: US 2003482644 20030626; US 2004708570 20040311
Designated States:
(All protection types applied unless otherwise stated - for applications
2004+)
  AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
  DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
  LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
  RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
  (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PL PT RO
  SE SI SK TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 20061

Main International Patent Class (v7): **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
...  for various numbers of points in a geographic area; select an award in
  a geographic **area** ; receive redemption information in a geographic **area**
  ; view points **adjustments** ; redeem reward points for a selected award in
  a geographic **area** ; request and/or receive a reward points advisory
  statement; receive information regarding where and how...

...in a geographic area; receive information relating to any applicable
  fees; receive information regarding marketing **promotions**  in a

geographic area; and/or view a directory of participating retailers, manufacturers, and/or...


**33/3,K/12      (Item 12 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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01043254    **Image available**
**METHOD  AND  SYSTEM  FOR  TRACKING  AND PROVIDING INCENTIVES AND BEHAVIORAL INFLUENCES RELATED TO MONEY AND TECHNOLOGY**
**PROCEDE  ET  SYSTEME  DE  SUIVI  ET  D'OCTROI D'INCITATIONS A DES TACHES ET ACTIVITES  ET  AUTRES DOMAINES DE COMPORTEMENT TOUCHANT A L'ARGENT, AUX INDIVIDUS, A LA TECHNOLOGIE, ET AUTRES VALEURS**
Patent Applicant/Inventor:
  MARSHALL T Thaddeus, 7 Clover Leaf Court, Medford, NJ 08055, US, US
    (Residence), US (Nationality)
Legal Representative:
  ROSENTHAL Robert E (agent), Duane, Morris LLP, One Liberty Place,
    Philadelphia, PA 19103, US,
Patent and Priority Information (Country, Number, Date):
  Patent:              WO 200373236 A2-A3 20030904 (WO 0373236)
  Application:         WO 2003US5982 20030227  (PCT/WO US03005982)
  Priority Application: US 2002360347 20020227; US 2002361794 20020305; US
    2002364237 20020313; US 2002364448 20020314; US 2002370518 20020404; US
    2002394827 20020709; US 2002403166 20020813; US 2002413270 20020924; US
    2002414860 20020930; US 2002416135 20021003; US 2002416288 20021004; US
    2002418413 20021015; US 2002421170 20021025; US 2002422042 20021028; US
    2002427787 20021119; US 2002429596 20021126; US 2002430542 20021202; US
    2002433921 20021216; US 2003439306 20030109
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SK
  SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
  (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT SE SI
  SK TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 66639

Main International Patent Class (v7):  **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims


Claim
... developed in the future, may also be employed. The order of the
  invitation and the **display** may be **altered** . For example, the
  individual may be informed, at any point before display of the map...
  server or by other means of communications, to furnish personal
  information, in exchange for obtaining **coupons** or other benefits that

may or may not be time sensitive and may be redeemed...web page provided by the map server, to furnish personal information, in exchange for obtaining **coupons** or other benefits that may or may not be time sensitive and may be redeemed system, and one or more steps in the process may be carried out by **computer** software, stored on media readable by **computer** hardware and/or transmitted electronically, running on **computer** hardware and containing instructions causing the hardware to execute the steps of the method. The invention may also be embodied in a **computer** system having means, in the form of **computer** hardware and software, for accomplishing the steps of the method. It will be understood that as e-mail, displayed on cell **phones** , **PDA** 's and other devices having such capability, and in other manners. 10002431 A map or...

...A map or directions may be provided via alternate means, such as cellular telephone or **PDA** or other **portable** electronic **device** . Maps and directions may include reference to physical commerce locations near or along routes or...to a particular offer, benefit, reservation, order, or other item, at a virtual or physical **commercial** location, such as discounts in stores or hotels, reservations at hotels or restaurants, ticket purchases...

...unconditionally entitled. These codes may be provided via the in-vehicle communication system, or other **portable** electronic **device** . This information may be recorded and individuals ...useful if telemarketing activity generates sales but customers do not provide account information over the **phone** . In addition, a separated purchase/payment approach may apply in this **context** so that payment occurs at a later time in stores, and/or payments occur through...electronic communications for interactions, purchases, payments, money transfers and other purposes, as well as from **computers** , physical commerce locations or ...other communications means to in-vehicle communications. [0002481 Other means of communications, such as cell **phones** , **PDA** 's or wireless **computer** communications, provided by entities other than providers of in-vehicle communications systems may be employed...method, through an interaction at a physical commerce location, via a network connection to a **computer** , or through some other manner of communication. The components of a transaction may be divided...a third party administrator or others. Such tasks or activities may include clicking through an **advertising** presentation ...presented to consumers. These surveys may be presented on line, at websites or via other **computer** communications, via telephone, e-mail, or hard copy form and/or various combinations of one ...the icon, the consumer may be provided with a request for personal information or an **advertisement** . Additional information of use to a retailer, such as the consumer's location information, may...of processing, or for checking persons within a maximum time threshold permitted individually and over **time** , **time** of inconvenience or **delay** individuals experience during the process and on other grounds. Supervisors or others may be able...

...and who justify a departure from the applicable time-sensitive guidelines that may be in **place** to **determine** the number of credits or points to award in the program or the value or...speed and the quality of the personal interaction and regarding other criteria. [0003381 In the **context** of searching for items, such as in the **context** of airport security screeners and guards, an incentive may ...preferred methods, possibly by or within preferred dates may be included, possibly in a

single **promotion** . These methods may be combined or coordinated with
other methods described herein.
Conformity with Desired...or in other manners. Rewards may be provided
for watching anything deemed relevant in any **context** described herein.
Individuals may be rewarded for volunteering to sign up


 33/3,K/13      (Item 13 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01017725
**CONTEXT SENSITIVE ADVERTISEMENT DELIVERY FRAMEWORK**
**STRUCTURE DE DIFFUSION PUBLICITAIRE SENSIBLE AU CONTEXTE**
Patent Applicant/Assignee:
  ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US
    (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  BOWMAN-AMUAH Michel K, Colorado Springs, CO, US, US (Residence), --
    (Nationality), (Designated only for: US)
Legal Representative:
  OWEN Vanessa (et al) (agent), Oppenheimer Wolff & Donnelly LLP, 1400 Page
    Mill Road, Palo Alto, CA 94304, US,
Patent and Priority Information (Country, Number, Date):
  Patent:             WO 200346790 A1 20030605 (WO 0346790)
  Application:        WO 2002US38073 20021127  (PCT/WO US0238073)
  Priority Application: US 2001333587 20011127
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
  LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK
  SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 5480

Main International Patent Class (v7): **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

English Abstract
  A system, method and **computer** program product are provided for **context**
  -sensitive **advertising** . Initially, a signal is received from a mobile
  **wireless** **device** . Next, an identifier associated with the mobile
  **wireless** **device** is identified after which a state of the mobile
  **wireless** **device** is **ascertained** . Still yet, a **location** of the
  mobile wireless device is **determined** . The identifier, state, and
  **location** are then updated in a profile database utilizing a context
  engine. Next, the location of...

Detailed Description
... to more effectively target advertisements to mobile users.

Claim
 1 . A method for  **context** -sensitive advertising, comprising:
 receiving a signal from a mobile wireless device;
 identifying an identifier associated with the mobile wireless device;
 ascertaining a  state of the mobile **wireless   device** ;
 determining a location of the mobile wireless device;
 updating the identifier, state, and location in a profile database
 utilizing a context  engine;
 associating the location of the mobile **wireless   device** and a landmark
 in the  profile database;
 selecting advertisements from an advertisement database based on the
 identifier, state, location, and landmark of the mobile **wireless**
 **device** utilizing. the  **context**  engine; and
 transmitting the **advertisements** to the mobile  **wireless   device** .

 2 The method as recited in claim 1 , wherein the **wireless   device** is
 selected from the group consisting of a **personal** digital **assistant** , a
  **palm** - **top** computer, a lap-top  computer, and a cellular phone.

 3 The method as recited in...controlling the operation thereof in
 accordance  with policies identified utilizing the profile information.

 15 A **computer** program product for **context** -sensitive **advertising** ,
 comprising:
  **computer** code for receiving a signal from a mobile **wireless   device** ;
  **computer** code for identifying an identifier associated with the mobile
 **wireless   device** ; ascertaining a state of the mobile **wireless   device** ;
 computer code for **determining** a **location** of  ...operation thereof in
 accordance with policies identified  utilizing the profile information.

 29 A system for  **context** -sensitive advertising, comprising:
 a mobile wireless device for transmitting a signal;
 a context engine in communication with the mobile  wireless device for
 identifying an identifier associated with the mobile **wireless   device** ,
 ascertaining a state of the mobile **wireless   device** , and determining a
 location of the mobile wireless device; a first database coupled to the
 context engine for storing the identifier, state, and  location of the mobile
**wireless   device** ;
 said context engine further adapted for associating the location of the
 mobile **wireless   device** and a landmark in the profile database;
 a second database coupled to the **context** engine for storing **advertisements** that
are retrieved by the **context** engine based on the  identifier, state, location, and
 landmark of the mobile **wireless   device** ; and
 wherein the advertisements are transmitted to the mobile **wireless**
 **device** .

 **33/3,K/14     (Item 14 from file: 349)**
01008563    **Image available**

**MEDIA AND ADVERTISEMENT DISTRIBUTION AND TRACKING SYSTEM AND METHOD OF OPERATION THEREOF**
**SYSTEME DE DIFFUSION ET DE SUIVI DE SUPPORTS ET D'ANNONCES PUBLICITAIRES, ET SON PROCEDE DE FONCTIONNEMENT**
Patent Applicant/Assignee:
  REAL IMAGE MEDIA TECHNOLOGIES (P) LTD, 7-B Third Street Balajinagar, Chennai 600 014, Tamil Nadu, IN, IN (Residence), IN (Nationality), (Designated for all)
Inventor(s):
  SENTHIL Kumar, 16 First Street Balajinagar, Chennai 600 014, Tamil Nadu, IN, (Designated for all)
  JAYENDRA Panchapakesan, 2A Paduka Apartments, 9 First Cross Street, CIT Colony, Chennai 600 004, Tamil Nadu, IN, (Designated for all)
Legal Representative:
  DePENNING & DePENNING (agent), 31 South Bank Road, Chennai 600 028, Tamil Nadu, IN
Patent and Priority Information (Country, Number, Date):
  Patent:             WO 200338543 A2-A3 20030508 (WO 0338543)
  Application:       WO 2002IN214 20021018  (PCT/WO IN2002000214)
  Priority Application: US 200132508 20011027
Designated States:
(Protection type is "patent" unless otherwise stated – for applications prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
  SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
(All protection types applied unless otherwise stated – for applications 2004+)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
  SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
  (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 5069

International Patent Class (v7): **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

Claim
... described above, the playback rules include aspects selected from the group consisting of: (1) geographic **location** of the remote players, (2) **establishment** type in which the remote players are located, (3) ... like the playback rules, may include aspects selected from the group consisting of. (1) geographic **location** of the remote players, (2) **establishment** type in which the remote players are located, (3) demographics of establishment in which the aspects selected from the group consisting of. (1) geographic **location** of the remote players, (2) **establishment** type in which the remote players are located, (3) demographics of establishment in which the...consonant with that same

Slim Whitman song. Therefore, the advertising schedules contained in the QJani **advertising** schedules database 142 are determined based on **advertising rules** . The **advertising rules** may be restrictive, preferential or nonrestrictive. In other words, one **advertising rule** may call for a particular **advertisement** not to be
played at some times or under some circumstances (restrictive). Another **advertising rule** may prefer that a particular **advertisement** be played proximate the playing of some particular piece of media (preferential). Yet another **advertising rule** may allow an **advertisement** to be played anywhere at any time (nonrestrictive).
In deciding what the ultimate advertising schedules are to be, a person (manually) or the advertisement server 140 itself (automatically) assigns **advertisements** that are subject to the most restrictive **advertising rules** first, followed by those subjected to ever less restrictive **advertising rules** , and finally followed by those that are least restricted. Those skilled in the pertinent art...almost always involved in the process of
determining when, where, how often, and in what **context** their advertisements are
12
played. By retrieving advertisement play information from the remote players, the...205, wherein it is desired to distribute media and advertisements to remote players via a **computer** network and track their playing. In a step 21 0,'media (e.g., audio music...loaded into an advertisement server. Advertisers themselves may have direct access to upload their own **commercials** . Then, in a step 225, **advertising rules** are formulated and employed to build **advertising** schedules. In a step 230, the advertising schedules are loaded into an advertisement server. As...

...themselves may have direct access to the schedules to modify them. The nature of these **advertisement rules** and **advertisement** schedules has been discussed at length above. Then, in a step 235, skins and skin ...

...step 240, the media is distributed to the remote players according to the corresponding playback **rules** . Then, in a step 245, the **advertisements** are distributed to the remote players according to the corresponding advertising schedules. Next, in a...advertising and skins are created, distributed and tracked as called for by the various playback **rules** , **advertising** schedules and skin **rules** , and **advertisers** are billed and pay for **advertising** played. Although the present invention has been described in detail, those skilled in the art ...


 33/3,K/15      (Item 15 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2009 WIPO/Thomson. All rts. reserv.
00948149    **Image available**
**DISTRIBUTED LINK PROCESSING SYSTEM FOR DELIVERING APPLICATION AND MULTI-MEDIA CONTENT ON THE INTERNET**
**SYSTEME DE TRAITEMENT DE LIAISON REPARTIE AFIN DE DISTRIBUER DES APPLICATIONS ET DES CONTENUS MULTIMEDIA SUR L'INTERNET**
Patent Applicant/Assignee:
  PLAYSTREAM L L C, Suite 200, 1216 Pine Street, Seattle, WA 98101, US, US

Main International Patent Class (v7): **G06F-015/16**
Fulltext Availability:
  Detailed Description
  Claims


Claim
... utilization for an  example embodiment of a system using the link or
   connection server 1606. **Figure** 16 shows a **local** web developer
   workstation 1602 containing a memory store 1624, a media clip MMF and the
   ...receiving the signal. For example, the vertical line 1800 represents
   the web developer's local **computer** . The nonvertical lines  ...Figure
   18, the request to  play a media clip 1836 is transmitted from the client
    **computer** 1812 to the client  **computer** 's ISP 1810. The ISP 1810 then
   forwards the request 1814 to the friternet 1808...The Streaming server
   initiates a sequence of transmissions 1822 directed at the requesting
   client's **computer** 1812 via the Internet 1808 and the requesting
   client's ISP 1810. At some point the transmissions 1822 from the
   streaming server cease and the user, after a **time   delay** , issues a new
   page request 1824 to the web server 1802. The request is initially...
   requesting client's ISP 1810 and is subsequently transmitted 1834 to the
   requesting client's **computer** 1812 where it is displayed. [0225] Figure
   18 thus illustrates the fact that the web...the AutoGenerateProcess of
   the present invention used to construct an html  reference tag directing
   a **website** user content request to the  **link** or connection server is 1
   5 available. Also, as would be evident to those of...the web developer
   may create conversions of all media files before generating any link or
   **connection** server tags or updating any **web   pages** . Also, a web
   developer may convert a single file into all desired fon-nats and...9)
   Upload(Web  page, Web server) (20)
   End. (*uploading the website on the developer's **computer**  to the web
   server*)

(21)
10235] As described in the above algorithm on line 1...ISP 2226 before
being directed 2260 to the client's machine 2228 for display. Page
**promotion**   is referred to generically as 2280 with requests between the
user's **computer**   2228 referred to as 2280 and requests transmitted to
the interriet referred to as 2248...the system of the present invention,
the request is routed 2266 to the link or **connection**   server 2272
instead of the **website**   owner's web server 2206. A media type recognizer
2216 determines that a Windows Media...


 **33/3,K/16      (Item 16 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00842385    **Image available**
**PERSONAL   COMMUNICATION   DEVICE   FOR   SCHEDULING   PRESENTATION   OF   DIGITAL**
   **CONTENT**
**PROCEDE   ET   APPAREIL   DE   PLANIFICATION   DE   LA   PRESENTATION D'UN CONTENU**
   **NUMERIQUE SUR UN DISPOSITIF DE COMMUNICATION PERSONNEL**
Patent Applicant/Assignee:
  STICK NETWORKS INC, 3800 Commerce Street, No 212, Dallas, TX 75226, US,
    US (Residence), US (Nationality), (For all designated states except:
    US)
Patent Applicant/Inventor:
  BRANDENBERG Carl Brock, 5800 Monroe Highway, Cresson, TX 76035, US, US
    (Residence), -- (Nationality), (Designated only for: US)
  KAY Robert L, 4601 Boulder Run, Fort Worth, TX 76109, US, US (Residence),
    -- (Nationality), (Designated only for: US)
  MAXWELL Kenneth J, 3816 Driskell Boulevard, Fort Worth, TX 76107, US, US
    (Residence), -- (Nationality), (Designated only for: US)
  COTTER R Brandon, 5627 Morningside Avenue, Dallas, TX 75206, US, US
    (Residence), -- (Nationality), (Designated only for: US)
Legal Representative:
  WALTON James E (et al) (agent), Hill & Hunn, LLP, Suite 1440, 201 Main
    Street, Fort Worth, TX 76102, US,
Patent and Priority Information (Country, Number, Date):
  Patent:            WO 200176120 A2-A3 20011011 (WO 0176120)
  Application:       WO 2001US11055 20010404  (PCT/WO US0111055)
  Priority Application: US 2000194644 20000404; US 2000229235 20000831; US
    2000232063 20000912; US 2000745617 20001220
Parent Application/Grant:
  Related by Continuation to: US 2000745617 20001220 (CIP)
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
  ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
  LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
  TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 51119

...International Patent Class (v7): **G06F-013/00**
Fulltext Availability:
  Detailed Description
  Claims

Claim
...  places which the user frequents. This is depicted in simplified form
  in the view of **Figure** 1 C. **Location** –aware wireless communication
  appliances D1, D21 D31 D4, and D5 interact with corresponding users and
  network 1 1 in order to **determine** the identity of different " **places** "
  which are frequented by the individual users. A particular user is
  associated with a particular...

...This is necessary in order to protect the privacy of the user. in the
  first **commercial** implementation of the present invention, the users
  will likely be adolescents, so there are additional...

...portion of one exemplary day. As is shown, the graph of Figure 1D
  includes an **x** – **axis** which is representative of a time period from 6:00
  a.m. to 8:00 p.m. and a **y** – **axis** which is a histographic representation
  of five previously-identified locations Ll through L5. As is...for the
  user. When this is done over relatively long intervals of time, an
  accurate **location** and time profile may be **established** for this
  particular user. For example, if location and time are monitored in this
  manner...

...or qualitative conclusion relating to the reliability of such a profile.
  Once a time and **location** profile is **established** for a particular
  user, network 1 1 may more intelligently manage digital messages, also
  referred...


 **33/3,K/25     (Item 25 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00769406    **Image available**
**INTEGRATED BUSINESS-TO-BUSINESS WEB COMMERCE AND BUSINESS AUTOMATION SYSTEM**
**SYSTEME INTEGRE D'AUTOMATISATION DES ECHANGES COMMERCIAUX ENTRE ENTREPRISES**
    **PAR L'INTERNET**
Patent Applicant/Inventor:
  WONG Charles, 14250 Miranda Road, Los Altos Hills, CA 94022, US, US
    (Residence), US (Nationality)
Legal Representative:
  COVERSTONE Thomas E (agent), Burns, Doane, Swecker & Mathis, LLP, P.O.
    Box 1404, Alexandria, VA 22313-1404, US,
Patent and Priority Information (Country, Number, Date):
  Patent:            WO 200102927 A2-A3 20010111 (WO 0102927)
  Application:       WO 2000US16739 20000616  (PCT/WO US0016739)
  Priority Application: US 99334688 19990617
Parent Application/Grant:
  Related by Continuation to: US 99334688 19990617 (CON)
Designated States:
(Protection type is "patent" unless otherwise stated – for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
  FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

```
      LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR
      TT TZ UA UG US UZ VN YU ZA ZW
      (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
      (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
      (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
      (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 51133
```

Main International Patent Class (v7): **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

Claim
... balance is shown, together with an explanation, the journal reference
  number, and the amount. This **screen** **display** may be used to **modify**
  account information as necessary. For accounts receivable, a
  correspondence between line items on a customer...contents is to be a
  local balance, a linked field (from another report), or a **calculated**
  field. In the illustrated example, **local** balance is selected, and the
  user selects an account from the chart of accounts pop...illustrates a
  supply/assembly chain. User demand information is gathered by a user
  following a **URL** **link** from a customer **Web** **site** . The **link**
  accesses the present WERP software. Using the software, the user creates
  a quote. Assuming the...

...order information may be conveyed to a hierarchy of suppliers. In the
  case of a **computer** , for example, the vendor may be Ingram and the
  manufacturer may be Compaq. Compaq's...Product List (PPL) is a
  user-specific list of frequently-purchased products. A Product ID (**PID**)
  is a collection of products (usually related) saved under a single identifier.
  In...

 33/3,K/27   **(Item 27 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00761422
BUSINESS ALLIANCE IDENTIFICATION
SYSTEME, PROCEDE ET ARTICLE DE PRODUCTION POUR L'IDENTIFICATION D'ALLIANCES
   COMMERCIALES DANS UN CADRE D'ARCHITECTURE RESEAU
Patent Applicant/Assignee:
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    (Residence), US (Nationality)
Inventor(s):
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    P.A., P.O. Box 2903, Minneapolis, MN 55402-0903, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200073928 A2-A3 20001207 (WO 0073928)
  Application: WO 2000US14375 20000524 (PCT/WO US0014375)

Priority Application: US 99320816 19990527
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
  FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
  LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR
  TT TZ UA UG UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 149371

Main International Patent Class (v7): **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... that would be provided in any type of new business offering. In
  operation 24 of **Figure** 1A, the components of the system are indicia
  coded in order to convey information regarding...this facility is
  extremely desirable, and must be built into the requirements,
  Assess incidents automatically, **based** on previous experience and rules
  Knowledge and case based incident management systems are becoming
  prevalent...

 33/3,K/28   (Item 28 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2009 WIPO/Thomson. All rts. reserv.
00737982   **Image available**
**MASS GENERATION OF INDIVIDUAL VIRTUAL SERVERS, VIRTUAL WEB SITES AND
    VIRTUAL WEB OBJECTS**
**GENERATION EN MASSE DE SERVEURS VIRTUELS INDIVIDUELS, DE SITES WEB VIRTUELS
    ET D'OBJETS WEB VIRTUELS**
Patent Applicant/Inventor:
  HAUGLAND Henry, 24 Arbor Circle, Natick, MA 01760, US, US (Residence), US
    (Nationality)
  WOLLSCHLAGER Linda, 24 Arbor Circle, Natick, MA 01760, US, US (Residence)
    , US (Nationality)
Legal Representative:
  PRICE Robert L , (et al) (agent), McDermott, Will & Emery, 600 13th
    Street, N.W., Washington, DC 20005-3096, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200050969 A2-A3 20000831 (WO 0050969)
  Application: WO 2000US4804 20000225 (PCT/WO US0004804)
  Priority Application: US 99122087 19990226
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CZ DE DK DM EE ES FI GB GD
  GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR LS LT LU LV MA MD MG
  MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ
  VN YU ZA ZW

```
   (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
   (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
   (AP) GH GM KE LS MW SD SL SZ TZ UG ZW
   (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 20108

Main International Patent Class (v7):  G06F-015/16
International Patent Class (v7):  G06F-007/00 ...

... G06F-017/30 ...

... G06F-017/60
Fulltext Availability:
  Detailed Description
  Claims

Claim

...in request
  against contact database  for validity of promotion
  812
  Check authentication for  virtual private  website
  814
  Fill  webpage  content dynamically  based  on host name, authentication
  and stage of promotion
  816
  Accept user input based on privileges...

...visit and purchase
  -------------------------------------------------
  Figure 9
  SUBSTITUTE SHEET (RULE 26)
  /15
  1020
  Establish contact database for a  promotion
  1030
  Generate unique directory name  for contact  specific   URL  from contact database
  1050
  Program  promotion  content for  web   page  corresponding to contact  specific    URL
  1060
  Notify contact about  contact  specific   URL
  1070
   Monitor activity  at resource of contact  specific  URL
  Case 1 108 Case 2
   Based  on stage of Promotion  1090
  End promotion and
  Update  local  directory names
  on website
```

IV. <u>Text Search Results from Dialog</u>

A. NPL Files, Abstract

```
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
         (c) 2002 Gale/Cengage
File 474:New York Times Abs 1969-2009/Apr 24
         (c) 2009 The New York Times
File 475:Wall Street Journal Abs 1973-2009/Apr 23
         (c) 2009 The New York Times
File  35:Dissertation Abs Online 1861-2009/Mar
         (c) 2009 ProQuest Info&Learning
File  65:Inside Conferences 1993-2009/Apr 23
         (c) 2009 BLDSC all rts. reserv.
File  99:Wilson Appl. Sci & Tech Abs 1983-2009/Feb
         (c) 2009 The HW Wilson Co.
File 256:TecInfoSource 82-2009/Jan
         (c) 2009 Info.Sources Inc
File   2:INSPEC 1898-2009/Apr W1
         (c) 2009 Institution of Electrical Engineers
```

```
Set      Items    Description
S1       86900    (REMOTE OR DISTANT OR FARAWAY OR AWAY)(5N)(INFORMATION OR -
                  INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES
                  OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB()(PAGE?? OR S-
                  ITE??) OR URL OR URLS OR UNIFORM(2N)LOCATOR??
S2       325118   CONTEXT? OR S1(5N)(SPECIFIC? OR RELAT???? OR INTERRELAT????
                  OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3       907343   AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
                  ON?? OR VOUCHER?? OR ANNOUNCEMENT??
S4       13451    S3(10N)(RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR CO-
                  MMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GU-
                  IDELINES)
S5       1953007  (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)-
                  DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
                  PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
                  PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANI?ER? OR DEVICE? OR
                  MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM()(PILOT?? OR TOP
                  OR TOPS) OR SMARTPHONE?? OR BLACKBERR? OR IPHONE OR IPHONES -
                  OR ITOUCH??
S6       208501   (ADJUST????? OR CHANG??? OR ALTER??? OR ALTERATION?? OR MO-
                  DIFY??? OR MODIFIE?? OR MODIFICATION?? OR ADAPT? OR ARRANG?)(-
                  S)(DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WIND-
                  OWS OR POPUP?? OR POP()(UP OR UPS) OR AREA??)
S7       60709    (LOCAL? OR PLACE OR PLACES OR LOCATION?)(5N)(DETERMIN? OR -
                  CALCULAT? OR FIGUR? OR ASCERTAIN? OR ESTABLISH? OR DECID???)
S8       50       S2 AND S4 AND S5
S9       1549     S2 AND S3 AND S5
S10      13       S9 AND S7
S11      59       S9 AND S6
S12      4160     (X OR Y)()(AXIS OR AXES)
S13      88686    TIME(5N)DELAY??? OR POSTPON?
S14      0        S11 AND (S12 OR S13)
S15      63       S8 OR S10
```

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S16        47    S15 NOT S15/2004:2009
S17        47    RD (unique items)
```

 17/5/3   (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2009 The New York Times. All rts. reserv.
08059109   NYT Sequence Number: 000000000426
NEW GIZMOS ALERT MARKETERS WHEN ADS PIQUE A CONSUMER'S INTEREST
ROSE, MATTHEW; KRANHOLD, KATHRYN
Wall Street Journal, Col. 2, Pg. 1, Sec. B
Wednesday April 26 2000
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
    Companies including Digimarc Corp and DigitalConvergence Inc are
offering new digital marketing technologies that could set a new **standard**
in the accurate measurement of **advertising** effectiveness in magazines;
beginning this autumn, magazines including Forbes and GQ will plant bar
codes in ads which, when scanned with a hand-held device, can whisk a
reader directly to **specifically** tailored **Web sites** ; photo (L)

SPECIAL FEATURES: Photo
COMPANY NAMES: DIGIMARC CORP; DIGITALCONVERGENCE INC; FORBES (MAGAZINE);
  GENTLEMEN'S QUARTERLY (MAGAZINE)
DESCRIPTORS: ADVERTISING; **COMPUTERS** AND THE INTERNET; MAGAZINES; BAR
  CODES
PERSONAL NAMES: ROSE, MATTHEW; KRANHOLD, KATHRYN

 17/5/28   (Item 1 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
08456122   INSPEC Abstract Number: C2002-12-7170-024
  Title: Tolerating changes in a design psychology based web page
  wrapper
  Author(s): Yang Li; Zhan Cui; Hongji Yang; Jiau, H.C.
  Author Affiliation: Intelligent Systems Lab, BTexact Technol., UK
  Conference Title: Proceedings 26th Annual International Computer Software
and Applications   p.399-404
  Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA
  Publication Date: 2002 Country of Publication: USA   xxiii+1183 pp.
  ISBN: 0 7695 1727 7   Material Identity Number: XX-2002-02744
  U.S. Copyright Clearance Center Code: 0-7695-1727-7/02/$17.00
  Conference Title: Proceedings of 26th Annual International Computer
Software and Applications
  Conference Date: 26-29 Aug. 2002   Conference Location: Oxford, UK
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Practical (P)
  Abstract: We introduce an innovative approach to wrapping semi-structured
web pages in order to generate structured data. Unlike other work in this
area that is based on physically specifying the location of information,
our approach is based on human design psychology that captures more stable
features in web pages, which we believe renders a more robust result in

coping with changes in the web pages. In this paper, we focus on the product advertisement domain, and a set of design psychology principles for product **advertisement** is presented and used to design the wrapping **rules**. A case study in the mobile **phone** **advertisement** domain is used to evaluate this approach. (21 Refs)
   Subfile: C
   Descriptors: advertising data processing; data mining; electronic commerce; information resources; Internet; psychology
   Identifiers: web page wrapper; structured data; human design psychology; product advertisement; wrapping rules; domain knowledge extraction
   Class Codes: C7170 (Marketing computing); C7210N (Information networks); C1290P (Systems theory applications in social science and politics); C6130 (Data handling techniques)
   Copyright 2002, IEE

 17/5/30   (Item 3 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
08293581   INSPEC Abstract Number: B2002-07-6210L-115, C2002-07-5620W-055
   Title: Location-based VAS: killer applications for the next-generation mobile Internet
   Author(s): Mihovska, A.; Pereira, J.M.
   Author Affiliation: CPK, Aalborg Univ., Denmark
   Conference Title: 12th IEEE International Symposium on Personal, Indoor and Mobile Radio Communications. PIMRC 2001. Proceedings (Cat. No.01TH8598) Part vol.1   p.B-50-4 vol.1
   Publisher: IEEE, Piscataway, NJ, USA
   Publication Date: 2001 Country of Publication: USA   2 vol.xxvii+1083 pp.
   ISBN: 0 7803 7244 1   Material Identity Number: XX-2001-02542
   U.S. Copyright Clearance Center Code: 0-7803-7244-1/01/$10.00
   Conference Title: 12th IEEE International Symposium on Personal, Indoor and Mobile Radio Communications. PIMRC 2001. Proceedings
   Conference Date: 30 Sept.-3 Oct. 2001   Conference Location: San Diego, CA, USA
   Medium: Also available on CD-ROM in PDF format
   Language: English   Document Type: Conference Paper (PA)
   Treatment: Applications (A)
   Abstract: The reach and scope of **commercial** (and private) wireless system is expanding at fast pace. Third-generation mobile communication systems (IMT-2000 and Universal Mobile Telecommunication System, UMTS) will deliver voice, graphic, video, and other broadband information directly to the user, regardless of location, network, or terminal. Fourth generation systems promise to extend this even further, providing integrated, seamless services over heterogeneous networks, with higher spectral efficiency and at lower price. The concept of **context** -awareness involves, to start with, the need to **determine** and deliver the geographic **location** of **wireless** terminals and **devices** to provide the personalized, customized service the user wants. Most of the currently proposed positioning solutions address specific wireless technologies and short-term market requirements and lack interoperability, simplicity, long-term evolution paths and sometimes the support of major manufacturers and operators. On the other hand, while **user** **devices** and interfaces have progressed, Internet transport and communications architecture still utilize legacy solutions and protocols that are often the real cause of traffic congestion and

security problems. This paper examines the drivers and issues surrounding the development of mobile Internet-based services and the availability of location information from the wireless networks, independent of their air interfaces and positioning technologies, including the requirements for security, billing, and interoperability, in the **context** of a comparative analysis of existing and proposed location-positioning technologies and systems. Based on this survey, personalized, **context** -aware and location-based value-added services (VAS) emerge as an essential ingredient of the killer application cocktail for the next-generation Internet. (12 Refs)

Subfile: B C

Descriptors: broadband networks; cellular radio; Internet; personal communication networks; radio direction-finding; security of data; telecommunication security; telecommunication services; telecommunication traffic

Identifiers: location-based VAS; next-generation mobile Internet; wireless system; third-generation mobile communication systems; IMT-2000; Universal Mobile Telecommunication System; UMTS; broadband information delivery; fourth generation systems; heterogeneous networks; spectral efficiency; **context** -awareness; customized service; positioning solutions; wireless technologies; short-term market requirements; **user devices** ; user interfaces; Internet transport architecture; communications architecture; legacy solutions; protocols; traffic congestion; security problems; air interfaces; location-positioning technologies; location-positioning systems; personalized services; value-added services

Class Codes: B6210L (Computer communications); B6250F (Mobile radio systems); B6330 (Radionavigation and direction finding); C5620W (Other computer networks); C6130S (Data security)

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 17/5/34   (Item 7 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
07370361   INSPEC Abstract Number: C1999-11-6150J-011
 Title: Command management system for next-generation user input
Author(s): Tsai, M.; Reiher, P.; Popek, G.J.
Author Affiliation: Dept. of Comput. Sci., California Univ., Los Angeles, CA, USA
Conference Title: Proceedings of the Seventh Workshop on Hot Topics in Operating Systems   p.179-84
Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA
Publication Date: 1999 Country of Publication: USA   xxxi+197 pp.
ISBN: 0 7695 0237 7   Material Identity Number: XX-1999-00707
U.S. Copyright Clearance Center Code: 0 7695 0237 7/99/$10.00
Conference Title: Proceedings of HotOS-VII: 7th Workshop on Hot Topics in Operating Systems
Conference Sponsor: IEEE Comput. Soc Tech. Committee on Oper. Syst. (TCOS); AT&T Labs.; Compaq Corp.; HP Labs.; IBM Res.; Microsoft Res
Conference Date: 29-30 March 1999   Conference Location: Rio Rico, AZ, USA
Language: English   Document Type: Conference Paper (PA)
Treatment: Practical (P)
Abstract: Next generation user input and sensor technologies (such as speech, handwriting, vision, and physical location) present new possibilities for adaptable easy-to-use commands. These input modalities

also present problems of noise and ambiguity, for which current " **ad** hoc"
 command processing services (e.g., undo) are often inconsistent and
insufficient. Applications should work with sensor processors to interpret
 context -sensitive commands and to prevent irreversible errors. Moreover,
sensor processor performance can increase with preknowledge about expected
commands, from application designers or from real time analysis of user
behavior. These observations suggest that operating system services for
analyzing and refining user commands may be important for enabling robust,
versatile human **computer** dialogue systems. We propose a **context**
-sensitive command management system as a cornerstone for next-generation
user input services. (7 Refs)
  Subfile: C
  Descriptors: interactive systems; operating systems (**computers**);
real-time systems; user interfaces
  Identifiers: command management system; next-generation user input;
sensor technologies; adaptable easy-to-use commands; input modalities; **ad**
hoc **command** processing services; **context** -sensitive commands;
irreversible errors; sensor processor performance; expected commands;
application designers; real time analysis; user behavior; operating system
services; user commands; versatile human **computer** dialogue systems;
context -sensitive command management system
  Class Codes: C6150J (Operating systems); C6180 (User interfaces)
  Copyright 1999, IEE

 17/5/36   (Item 9 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
07156173   INSPEC Abstract Number: C1999-03-7210N-019
 Title: Commercializing the Internet
  Author(s): Greenstein, S.
  Journal: IEEE Micro   vol.18, no.6   p.6-7
  Publisher: IEEE,
  Publication Date: Nov.-Dec. 1998 Country of Publication: USA
  CODEN: IEMIDZ ISSN: 0272-1732
  SICI: 0272-1732(199811/12)18:6L.6:CI;1-B
  Material Identity Number: A955-1999-001
  U.S. Copyright Clearance Center Code: 0272-1732/98/$10.00
  Language: English   Document Type: Journal Paper (JP)
  Treatment: General, Review (G)
  Abstract: The "commercialization of the Internet" is shorthand for three
nearly simultaneous events. They are the removal of restrictions by the
National Science Foundation over the use of the Internet for commercial
purposes, the founding of Netscape, and the rapid entry of tens of
thousands-perhaps hundreds of thousands-of firms into **commercial** ventures
using technologies that employ the suite of TCP/IP **standards** . These
events have now turned every **PC** into a potential client for Internet
applications. The explosion of activity in 1994-95 caught many mainstream
and potential market participants by surprise. Until then, the Internet
simply failed to make the radar screens of many legal and commercial
futurists in the computing and telecommunications industry. For example, as
has been widely noted (in the **context** of antitrust scrutiny), TCP/IP
received almost no attention in Bill Gates' 1995 book. The Road Ahead,
which ostensibly provided a detailed look at Microsoft's vision of the
future. As another example, the US 1995 Telecommunications Act, the first
major overhaul of federal regulation for the communications industry in 60

years, mentions the Internet only once. This occurred even though this piece of legislation is over 1,000 pages long and was the subject of several years' worth of lobbying from all the major incumbent telecommunications firms. What happened and why? Enough time has passed for us to look at these events from a distance. Several coincident events led to this unexpected explosion. Understanding this past also helps us understand why the future may be very different. (0 Refs)
  Subfile: C
  Descriptors: Internet; transport protocols
  Identifiers: Internet; commercialization; Netscape; TCP/IP standards; Internet applications; antitrust scrutiny
  Class Codes: C7210N (Information networks); C5640 (Protocols); C6150N (Distributed systems software)
  Copyright 1999, IEE

17/5/39   (Item 12 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
06069663   INSPEC Abstract Number: B9511-7210B-017, C9511-7410H-019
 Title: Methodologies in user interface design
  Author(s): Landseadel, P.
  Author Affiliation: GDE Syst. Inc., San Diego, CA, USA
  Journal: IEEE Aerospace and Electronics Systems Magazine   vol.10, no.8 p.15-20
  Publication Date: Aug. 1995 Country of Publication: USA
  CODEN: IESMEA ISSN: 0885-8985
  U.S. Copyright Clearance Center Code: 0885-8985/95/$4.00
  Language: English   Document Type: Journal Paper (JP)
  Treatment: General, Review (G); Practical (P)
  Abstract: Software applications that require a high learning curve, a mountain of documentation, and weeks of training should be things of the past. Today's applications need to be simple to learn and to use. The human/ **computer** interface should be intuitive and consistent. **Context** sensitive help should be available to keep the user on track. This paper provides some **guidelines** for taking **commercial** world concepts and applying them to the Automatic Test Equipment world. Examples included are from the Integrated Maintenance Information System (IMIS). (7 Refs)
  Subfile: B C
  Descriptors: automatic test equipment; human factors; maintenance engineering; user interfaces
  Identifiers: user interface design; human/ **computer** interface; intuitive interface; **context** sensitive help; automatic test equipment; Integrated Maintenance Information System; IMIS
  Class Codes: B7210B (Automatic test and measurement systems); B0160 (Plant engineering, maintenance and safety); C7410H (Computerised instrumentation); C6180 (User interfaces)
  Copyright 1995, IEE

17/5/44   (Item 17 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
04820217   INSPEC Abstract Number: C91015872
 Title: APRIL: a processor architecture for multiprocessing

Author(s): Agarwal, A.; Lim, B.-H.; Kranz, D.; Kubiatowicz, J.
Author Affiliation: Lab. for Comput. Sci., MIT, Cambridge, MA, USA
Conference Title: Proceedings. The 17th Annual International Symposium on Computer Architecture (Cat. No.90CH2887-8)   p.104-14
Publisher: IEEE Comput. Soc. Press, Los Alamitos, CA, USA
Publication Date: 1990 Country of Publication: USA   xv+378 pp.
ISBN: 0 8186 2047 1
U.S. Copyright Clearance Center Code: CH2887-8/90/0000-0104$1.00
Conference Sponsor: IEEE; ACM
Conference Date: 28-31 May 1990   Conference Location: Seattle, WA, USA
Language: English   Document Type: Conference Paper (PA)
Treatment: Practical (P)

Abstract: The architecture of a rapid- **context** -switching processor called APRIL, with support for fine-grain threads and synchronization, is described. APRIL achieves high single-thread performance and supports virtual dynamic threads. A **commercial** reduced- **instruction** -set- **computer** -(RISC-) based implementation of APRIL and a run-time software system that can switch **contexts** in about 10 cycles are described. Measurements taken for several parallel applications on an APRIL simulator show that the overhead for supporting parallel tasks based on futures is reduced by a factor of 2 over a corresponding implementation on the Encore Multimax. The scalability of a multiprocessor based on APRIL is explored using a performance model. The authors show that the SPARC-based implementation of APRIL can achieve close to 80% processor utilization with as few as three resident threads per processor in a large-scale cache-based machine with an average base network latency of 55 cycles. (27 Refs)
Subfile: C
Descriptors: parallel architectures; parallel machines; synchronisation
Identifiers: rapid- **context** -switching processor; APRIL; fine-grain threads; synchronization; virtual dynamic threads; Encore Multimax; SPARC-based implementation; cache-based machine; network latency
Class Codes: C5220 (Computer architecture); C5440 (Multiprocessor systems and techniques)

17/5/46   (Item 19 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
03523874   INSPEC Abstract Number: C85046949
 Title: Library promotion by computer
Author(s): Malley, I.
Author Affiliation: Pilkington Libr., Univ. of Technol., Loughborough, UK
Journal: IATUL Proceedings   vol.17   p.31-7
Publication Date: 1985 Country of Publication: Sweden
CODEN: IATPAQ ISSN: 0018-8476
Conference Title: International Seminar on User Education in the Online Age II
Conference Date: 30 July-2 Aug. 1984   Conference Location: Delft, Netherlands
Language: English   Document Type: Conference Paper (PA); Journal Paper (JP)
Treatment: Practical (P)
Abstract: The paper discusses the current and future use of the **computer** in the promotion of the resources and services of academic libraries. The **computer** is first of all considered alongside other modes of **promotion** and **instruction** used in the field of teaching of information skills. The

purely administrative and managerial problems associated with **computer** technology (cost, software availability, etc.) are also discussed. There is consideration of the relative advantages of using mainframe **computers** , minicomputers and microcomputers. The use of the **computer** as a promotional tool is then discussed in the **context** of the **computer** 's other uses in the library, namely to access the library catalogue, to access inhouse on-line information services, as a current awareness device, as well as a means of access to external, commercial bibliographic and non-bibliographic databases. The question is then considered, to what degree can library **promotion** and orientation by extended to provide in-depth **instruction** in the use of reference and information sources. The potential for a nationally integrated campaign of library promotion by **computer** is investigated. Finally, the **computer** 's potential for getting almost automatic data on the user's responses, satisfaction, learning success, etc. is examined, based on the nature of existing programs. (3 Refs)
  Subfile: C
  Descriptors: education; information services; libraries; teaching
  Identifiers: instruction; teaching; information skills; managerial problems; mainframe **computers** ; minicomputers; microcomputers; promotional tool; library catalogue; information services; current awareness device; library promotion; nationally integrated campaign
  Class Codes: C7210 (Information services and centres)

B. NPL Files, Full-text

File 610:Business Wire 1999-2009/Apr 24
        (c) 2009 Business Wire.
File 613:PR Newswire 1999-2009/Apr 24
        (c) 2009 PR Newswire Association Inc
File 634:San Jose Mercury Jun 1985-2009/Apr 22
        (c) 2009 San Jose Mercury News
File 810:Business Wire 1986-1999/Feb 28
        (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
        (c) 1999 PR Newswire Association Inc
File 20:Dialog Global Reporter 1997-2009/Apr 23
        (c) 2009 Dialog
File   9:Business & Industry(R) Jul/1994-2009/Apr 22
        (c) 2009 Gale/Cengage
File 15:ABI/Inform(R) 1971-2009/Apr 24
        (c) 2009 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2009/Apr 02
        (c) 2009 Gale/Cengage
File 148:Gale Group Trade & Industry DB 1976-2009/Apr 10
        (c) 2009 Gale/Cengage
File 160:Gale Group PROMT(R) 1972-1989
        (c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2009/Mar 30
        (c) 2009 Gale/Cengage
File 621:Gale Group New Prod.Annou.(R) 1985-2009/Mar 20
        (c) 2009 Gale/Cengage

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File 636:Gale Group Newsletter DB(TM) 1987-2009/Apr 03
        (c) 2009 Gale/Cengage
File 624:McGraw-Hill Publications 1985-2009/Apr 24
        (c) 2009 McGraw-Hill Co. Inc
File 477:Irish Times 1999-2009/Apr 24
        (c) 2009 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2009/Apr 22
        (c) 2009 Times Newspapers
File 711:Independent(London) Sep 1988-2006/Dec 12
        (c) 2006 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2009/Apr 23
        (c) 2009 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2009/Apr 23
        (c) 2009
File 387:The Denver Post 1994-2009/Apr 22
        (c) 2009 Denver Post
File 471:New York Times Fulltext 1980-2009/Apr 24
        (c) 2009 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
        (c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2009/Apr 23
        (c) 2009 St Louis Post-Dispatch
File 631:Boston Globe 1980-2009/Apr 23
        (c) 2009 Boston Globe
File 633:Phil.Inquirer 1983-2009/Apr 24
        (c) 2009 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2009/Apr 24
        (c) 2009 Newsday Inc.
File 640:San Francisco Chronicle 1988-2009/Apr 23
        (c) 2009 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2009/Jan 16
        (c) 2009 Scripps Howard News
File 702:Miami Herald 1983-2009/Apr 23
        (c) 2009 The Miami Herald Publishing Co.
File 703:USA Today 1989-2009/Apr 23
        (c) 2009 USA Today
File 704:(Portland)The Oregonian 1989-2009/Apr 23
        (c) 2009 The Oregonian
File 713:Atlanta J/Const. 1989-2009/Mar 08
        (c) 2009 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2009/Apr 19
        (c) 2009 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2009/Apr 21
        (c) 2009 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2009/Apr 23
        (c) 2009 The Plain Dealer
File 735:St. Petersburg Times 1989- 2009/Apr 22
        (c) 2009 St. Petersburg Times
File 635:Business Dateline(R) 1985-2009/Apr 22
        (c) 2009 ProQuest Info&Learning
File  47:Gale Group Magazine DB(TM) 1959-2009/Apr 14
        (c) 2009 Gale/Cengage
File 570:Gale Group MARS(R) 1984-2009/Apr 02
        (c) 2009 Gale/Cengage


Set    Items    Description
S1   18878319    (REMOTE OR DISTANT OR FARAWAY OR AWAY)(5N)(INFORMATION OR -
```

```
             INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES
             OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB()(PAGE?? OR S-
             ITE??) OR URL OR URLS OR UNIFORM(2N)LOCATOR??
S2    2885840   CONTEXT? OR S1(5N)(SPECIFIC? OR RELAT???? OR INTERRELAT????
             OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3   31534901   AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
             ON?? OR VOUCHER?? OR ANNOUNCEMENT??
S4    516946   S3(10N)(RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR CO-
             MMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GU-
             IDELINES)
S5   23272876   (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)-
             DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
             PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
             PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANI?ER? OR DEVICE? OR
              MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM()(PILOT?? OR TOP
             OR TOPS) OR SMARTPHONE?? OR BLACKBERR? OR IPHONE OR IPHONES -
             OR ITOUCH??
S6    985586   (ADJUST????? OR CHANG??? OR ALTER??? OR ALTERATION?? OR MO-
             DIFY??? OR MODIFIE?? OR MODIFICATION?? OR ADAPT? OR ARRANG?)(-
             10N)(DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WI-
             NDOWS OR POPUP?? OR POP()(UP OR UPS) OR AREA??)
S7    676065   (LOCAL? OR PLACE OR PLACES OR LOCATION?)(5N)(DETERMIN? OR -
             CALCULAT? OR FIGUR? OR ASCERTAIN? OR ESTABLISH? OR DECID???)
S8     14337   (X OR Y)()(AXIS OR AXES)
S9    1133571   TIME(5N)DELAY??? OR POSTPON?
S10       65   S2(15N)S3(30N)S5(30N)S7
```

 10/3,K/3   (Item 2 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2009 PR Newswire Association Inc. All rts. reserv.
01034697 20030909PHTU006 (USE FORMAT 7 FOR FULLTEXT)
RhodeoDrive.com Launch
PR Newswire
Tuesday, September 9, 2003 07:45 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 519

TEXT:
...came to him. He wanted to find
someone locally, but all he had were outdated **phone** books that lacked the
right information. He turned to the Internet to find what he was looking
for
-- and wound up even more frustrated.
    "There was no central, Rhode Island- **based Web site** where I could
get enough details or references about a contractor to be comfortable paying
someone $5,000," Finnegan explained. "I spent hours searching national
directories, online **phone** books, and huge mega sites, and most either
lacked local listings completely or had nothing...
...number." Those that did include local listings, Finnegan discovered,
appeared to be nothing more than **advertising** fronts with no substance or interest
in **local** business. So he **decided** to develop a directory with detailed
information about member businesses -- and RhodeoDrive.com was born...

```
 10/3,K/5      (Item 1 from file: 20)
DIALOG(R)File  20:Dialog Global Reporter
(c) 2009 Dialog. All rts. reserv.
62804529  (USE FORMAT 7 OR 9 FOR FULLTEXT)
```
Trinity Mirror plans local web network
GUARDIAN UNLIMITED
March 12, 2008
JOURNAL CODE: WGUU   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 348

...   for different market segments.
    The hyper local online offerings are a layer under existing classified
 advertising and news **websites   linked** to Trinity Mirror's existing
newspapers and attract additional local **advertising** , Harvey said. "It is
the most local you can get," she added.
    But once a national network of hyper **local** sites is **established**
  Trinity Mirror could used them to target national **advertisers** .
    Digital now accounts for 7% of Trinity Mirror regional revenues and
10% of profits, Harvey said.
    <em class="bold">- To contact the MediaGuardian newsdesk email
editor@mediaguardian.co.uk or **phone** 020 7239 9857. For all other
inquiries please call the main Guardian switchboard on 020...

 10/3,K/11   (Item 7 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2009 Dialog. All rts. reserv.
47079327 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**mTLD: Internet for mobiles "Switched On!" by dotmobi; mTLD announces
   guidelines to ensure best internet user experience with mobiles**
M2 PRESSWIRE
February 09, 2006
JOURNAL CODE: WMPR   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 864

...   Switch On! Web Browsing Guide may be found at www.mtld.mobi. mTLD
expects the **commercial** version of the web browsing guide to be available
in the third quarter of 2006...

...guides to support the development of the mobile data services.
    mTLD's goal is to **establish** dotmobi as the natural **location** on the
internet for **websites** and other internet- **based** services that have been
designed to be accessed through a mobile **phone** or handheld device.
Uniquely among internet names, the dotmobi suffix in website addresses will
provide...

 10/3,K/19   (Item 15 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2009 Dialog. All rts. reserv.
07605256 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Technor International Inc. Renamed "CellPoint Inc."
BUSINESS WIRE

October 06, 1999
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 732

...   com and www.technorinc.com, but in the near future, the Technor
site address will **link** directly into the CellPoint **website** .
     CellPoint Inc. is a US company whose technology uses the Internet and
cellular networks to **determine** physical **locations** of cellular **phones**
and special purpose-designed cellular terminals. The positioning technology
is similar to satellite-based Global Positioning Systems (GPS) but with the
additional capability of **determining   location** inside buildings, parking
garages and other shielded areas such as inside a pocket or briefcase...

...than 200 million GSM subscribers worldwide.
     The CellPoint system is currently the world's only **commercially**
operational digital position-location technology; it is fully scalable,
works with standard GSM phones and...

 10/3,K/29   (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2009 Gale/Cengage. All rts. reserv.
11965862   Supplier Number: 131274095 (USE FORMAT 7 FOR FULLTEXT)
Research and Markets: Location-based Services (LBS) are Predicted to
  Finally Take Off Beginning in Late 2005 to Early 2006.
PR Newswire, pNA
April 8, 2005
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 302

...   2005 to early 2006. Many people do not understand the underlying
technologies necessary to position **wireless   devices** , render the raw
positioning data into usable location information, manage location
information, place the information into **context** through Geographic
Information Systems (GIS), and the issues associated with the use of
location information...

...This publication provides the reader with an easy to understand,
step-by-step approach to **location   determination** and management -
crucial knowledge for exploiting location as a value-added service enabler
for mobile...
...the reader with an excellent understanding of mobile positioning
function and inter-workings for all **commercially** deployed **location**
determination technologies. It also provides an understanding of all the
technologies involved in location services, how...

 10/3,K/32   (Item 10 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2009 Gale/Cengage. All rts. reserv.
07043318   Supplier Number: 57621421 (USE FORMAT 7 FOR FULLTEXT)
METASOUND'S WEBCASTER CASTS FOR MUSIC ON HOLD.
Grigonis, Richard
Computer Telephony, v6, n11, p62

Nov, 1998
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 395

...   inqueue and retail environments. WebCaster is an intelligent device
that "wakes up" at a pre- **determined** time to access a **local** ISP and
connects to MetaSound's **website** .
        Once **connected** to MetaSound, WebCaster identifies each unique
customer and downloads customer and site-specific audio content files. The
content may include customer specific **promotional** messages, vendor
advertising "audio banners," breaking news, business stories, lifestyle
commentary, and licensed music.
        Unlike conventional message downloading...

...the customer location. Conventional update methods download from a
central site over ordinary (and noisy) **phone** lines, often from a dealer
location, to the customer premises, a technique that has a...

 10/3,K/47   (Item 14 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.
16504547   SUPPLIER NUMBER: 110954035   (USE FORMAT 7 OR 9 FOR FULL TEXT)
45% of Technology Marketing Budgets to be Spent on Online Marketing in 2004
  According to Research from Bitpipe and Sam Whitmore's Media Survey.
PR Newswire, NA
Dec 5, 2003
LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 745   LINE COUNT: 00066

...   a qualified audience of technology buyers through agreements with
InformationWeek, eWeek, CIO Insight, Network Computing, **PC** Magazine,
Forbes.com and over 70 other leading IT and business- **related**   **websites**
(http://www.bitpipe.com/partners).
        About Sam Whitmore's Media Survey
        Sam Whitmore's Media...

...analysis and consulting to PR agencies, media buyers and tech vendor
marketing pros, helping them **decide** where to pitch articles and **place**
advertising . SWMS services comprise a web site - featuring
up-to-the-minute reporting, research and analysis...

 10/3,K/48   (Item 15 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.
13203303   SUPPLIER NUMBER: 71579116   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Upgrading THE Online Ad Sale.
BERMAN, HELEN
Folio: the Magazine for Magazine Management, 30, 3, 61
March 1, 2001
ISSN: 0046-4333   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 3339   LINE COUNT: 00265

...   product--and, by extension, the audience--the more sophisticated
the choice of online advertising. A **computer** -game marketer, for example,
is more likely to want pop-ups, interstitials, or other "rich...

...marketing.
    AdRelevance points out that business-to-business advertisers are the
heaviest users of "form" **ads** , which include text boxes and drop-down
menus instead of images. They're also among...

...fact, at B2B Works, which features 500 sites in 60 vertical business
categories, only one **advertiser** , Nextel, has so far used streaming media
to get its message across.
    "If your audience...
...from video and audio," says Vogel, "it isn't worth it for b-to-b
advertisers to go down that path."
        Context
    Just as in print, the **location** of an online **ad** often **determines**
 the type of **ad** to put there. "A home page is like an inside front
cover," says Terry Killgore...

 10/3,K/49   (Item 16 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.
12512409   SUPPLIER NUMBER: 64702893   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Guidelines for Authoring Comprehensible Web Pages and Evaluating Their
  Success.
SPYRIDAKIS, JAN H.
Technical Communication, 47, 3, 359
August, 2000
ISSN: 0049-3155   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 17539   LINE COUNT: 01464

...   businesses, their jobs, and their personal lives" (p. 126). An
analysis of German versus American **advertisements** reveals a similar
pattern: German **ads** cite more product specifications and are more precise
than their American or French counterparts (Smith...

...American countries failed to understand accounting information
translated from English documents because "they lacked sufficient
contextual and historical information" (p. 183). Even though South
Americans are assumed to represent a "high- **context** " culture, capable of
reading meaning from the implicit communication **context** and therefore not
needing or desiring lots of explicit **contextual** information, the
accountants wanted more examples and concrete details. (See Hall 1976 for
more information on high versus low **context** cultures.)
    Finally Web designers may want to **determine** the amount of
information they **place** on individual Web pages by examining users'
linguistic **contexts** (Gillette 1999). Gillette specifically points out
that in some cultures people may share **computers** , print out pages for
group discussion, or have limited time on the Internet. He suggests...

 10/3,K/50   (Item 17 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.

09048932   SUPPLIER NUMBER: 18774249   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Let your browser do the walking. (GTE SuperPages Web-based directory
  services) (Company Business and Marketing)**
Fryer, Bronwyn
InformationWeek, n601, p79(4)
Oct 14, 1996
ISSN: 8750-6874   LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1785   LINE COUNT: 00145

...   security standards become better established-is to issue "digital
certificates," or encryption keys, to authorized **advertisers** . Marshall
and Rosenberg say that will let **advertisers** change their own **ads**
directly, as well as conduct payment and fulfillment transactions with
their customers via SuperPages.
     GTE plans many other new features to attract consumers and
advertisers . Today, for instance, consumers can locate listed businesses
using on-screen maps from Vicinity Corp...

...pizza restaurants within, say, five miles of their homes, and receive
driving directions to those **locations** .
     Marshall says that besides **establishing** GTE in cyberspace, the
SuperPages provides **advertisers** with a cheap way to get onto the
Web:SuperPages **advertisers** pay $25 a month for a text **ad** , or $35 a
month plus setup charges for a basic display **ad** . If **advertisers** want to
set up their own **Web   site** with **links** to SuperPages, GTE refers them
to authorized agents who will do the design; a site...

...starts at $45 a month, plus setup charges.
     Ironically, GTE's biggest hurdle is attracting **advertisers** that will
fully exploit SuperPages' rich features; succeeding at this will make the
directory site...

...says Bill Bass, a senior analyst at Forrester Research in Cambridge,
Mass. Bass says California **phone** company Pacific Bell created a strong
site by aggressively pursuing advertisers in a limited area...

 10/3,K/62   (Item 4 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2009 Gale/Cengage. All rts. reserv.
03614101   Supplier Number: 47482525 (USE FORMAT 7 FOR FULLTEXT)
Content wins--but sets no precedent TotalNews suit settled
NewsInc, v9, n13, pN/A
June 23, 1997
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 778

...   in the content providers' legal complaint is how TotalNews' links
worked. Its own frame--and **advertising** --surrounded the content from the
site it **linked** to, and the **URL** identified TotalNews' address, not that
of the site whose content was onscreen.
     When we last...

...the Internet remains a place where people can freely link, or whether it
becomes a **place** where corporations can sue and **decide** how the rules are
written." But the settlement reflects the view of the plaintiffs, not...

...directly or indirectly cause any plaintiff's Web site to appear on a
user's **computer** screen with any material (e.g. Universal Resource Locator
(URL), text, graphics, pop-up window...

 10/3,K/64   (Item 1 from file: 47)
DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2009 Gale/Cengage. All rts. reserv.
05880531   SUPPLIER NUMBER: 64702893   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Guidelines for Authoring Comprehensible Web Pages and Evaluating Their
  Success.
SPYRIDAKIS, JAN H.
Technical Communication, 47, 3, 359
August, 2000
ISSN: 0049-3155   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 17539   LINE COUNT: 01464

...   businesses, their jobs, and their personal lives" (p. 126). An
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pattern: German **ads** cite more product specifications and are more precise
than their American or French counterparts (Smith...

...American countries failed to understand accounting information
translated from English documents because "they lacked sufficient
contextual and historical information" (p. 183). Even though South
Americans are assumed to represent a "high- **context** " culture, capable of
reading meaning from the implicit communication **context** and therefore not
needing or desiring lots of explicit **contextual** information, the
accountants wanted more examples and concrete details. (See Hall 1976 for
more information on high versus low **context** cultures.)
      Finally Web designers may want to **determine** the amount of
information they **place** on individual Web pages by examining users'
linguistic **contexts** (Gillette 1999). Gillette specifically points out
that in some cultures people may share **computers** , print out pages for
group discussion, or have limited time on the Internet. He suggests...